

Ross Reports

ON TELEVISION PROGRAMMING

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TALENT: Gordon Leigh (With July Monthly Report)
FEATURES: David B. Graham

AUGUST 12-18, 1951

- NETWORK ACTIVITY -

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

- Mon(13) - NBC(Ch4) -- 8-8:30pm; DEBUT; Tag The Gag; from WNBT to the net; new panel quiz show with panel of top comics guessing & trying to top gags acted out for them in pantomime; Producer - Ray Buffum NBC; Director - Jac Hein NBC; MC - Hal Bloch; sustaining; show fills time slot occupied by "Cameo Theater" thru Aug 6; this time is regularly filled by "What's My Name" which is scheduled to return from summer hiatus on Sept 17.
- Tue(14) - NBC(Ch4) -- 3:30-4pm; HIGHLIGHT; Fifth Graduation Ceremony of the Joseph Bulova School of Watchmaking; from WNBT to the net; speakers will be General Omar Bradley, Vice President Alben Barkley, Dr. Howard A. Rusk(Assoc Editor of the NY Times); Producer-Director - Lew Brown NBC.
- Thu(16) - DuM(Ch5) -- 9:30-12M; HIGHLIGHT; The Babe Ruth Memorial Program; from WABD to the net; commemoration of the third anniversary of the death of Babe Ruth; MCs - Dizzy Dean & Mel Allen; show will feature quizzes, variety acts, comedy routines & baseball film clips; guests will include baseball stars of the past & present as well as numerous show biz names; telephoned contributions will be solicited for the Babe Ruth Memorial Fund; Packagers - DuM in association with Wyatt & Schuebel; Producer Director - Frank Bunetta DuM.

LAST WEEK'S CHANGES(Network Only)

- CBS - It's Up To You - Sat 6:15-6:30pm; from WCBS-TV to the net; show departed after 13th weekly performance on Aug 11; series featured educational first aid instruction & demonstrations; series was produced by CBS in cooperation with the American National Red Cross; Producer - Bill Workman CBS; Director - Paul Nickell CBS; eff Aug 18 CBS will remain dark on Sat until 6:30pm.
- NBC - Cameo Theater - Mon 8-8:30pm; WNBT to the net; show departed after 8 weekly performances on Aug 6; Sponsor - Noxzema; Agency - SSC&B; Producer - Albert McCleery NBC; Director - David Crandell NBC;(see This Week above for replacement in this time slot).

FUTURES(Network Only)

- Aug 20 - CBS -- Two Sleepy People; Mon-Fri 10:30-11am; from WCBS-TV(COLOR) to the net; comedy-interview show with Mike Wallace & Buff Cobb; Production staff not yet set; show is sustaining.

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FUTURES(Continued)

- Sept 8 - ABC -- Night Harness Racing - Sat 8:30-10pm; from WENR-TV Chicago to the net; 6 weeks of night harness racing from the Maywood Park track in Chicago will be presented starting on this date; series is sustaining & is produced by the ABC News & Spec. Events Dept.
- Sept 11 - ABC -- Charlie Wild, Private Detective - Tue 8-8:30pm; WJZ-TV to the net; mystery adventure series starring John McQuade returns to the air on this date; Sponsor - Mogen David Wine; Agency - Weiss & Geller; Packager - Larry White; Producer - Herbert Brodtkin for White; Director - Len Valenta; series was previously on CBS Wed 9-9:30pm for Wildroot(thru BBD&O).
- NBC -- Bill Goodwin Show - Tue & Thu 3:30-4pm; from WNBT to the net; new musical-variety show with Bill Goodwin as MC will debut this date; Sponsor - General Electric(Appliance Division); Agency - Y&R; Packager - Louis G. Cowan; Agency Supervisor - Ed Duerr Y&R; Producer & Director not yet set; show will also feature an audience participation format.
- Sept 12 - NBC -- Irving Berlin's Salute to America; Wed 8-9pm; from WNBT to the net; special program of Irving Berlin's music with the composer serving as Producer-Director & MC on the show; Sponsor - Red Cross Shoes; Agency - Stockton, West & Burkhart; Production will be handled by Leo Morgan, Wm Morris & Richard West, Stockton, West & Burkhart; show is one time only.

SPONSOR ACTIVITY

- ABC - Space Patrol; show has been renewed by the Ralston Purina Co. thru Gardner & will be seen Sun 3:30-4pm with sponsor carrying show on alt weeks; Sponsor originally picked show up in June on a weekly basis in the Sat 6-6:30pm time slot; new contract is for 26 weeks & is effective Sept 9; Ralston will also sponsor a radio version of the show effective Oct. 6; show originates in Hwood.

Super Circus - Sun 5-6pm WENR-TV Chicago to the net; M & M Candy thru William Esty renewed sponsorship of the alt 5:30-6pm slot effective Aug 12.

- CBS - Suspense - Tue 9:30-10pm; WCBS-TV to the net; Electric Auto-Lite has renewed the series for another year; Agency - Cecil & Presbrey; Producer-Director - Bob Stevens CBS.

Margaret Arlen; Mon-Fri 11:05-11:30am; WCBS-TV only; Libby, McNeil & Libby(for Libby's Pineapple Juice) has renewed participation spots in the Tue, Thu, Fri shows for 26 weeks effective Aug 14; Agency - Foote, Cone & Belding.

- NBC - Garroway At Large; from WNBQ Chicago to the net; show has been cancelled by Armour thru Foote, Cone & Belding; sponsor was originally scheduled to take show in the Wed 10:30-11pm time slot in Sept.

LOCAL ACTIVITY

- WNBT - station increased transmission power from 5.2 kilowatts to 18.3 kilowatts effective August 9.

- WPIX - station began transmission from the Multiple Antenna atop the Empire State Building at 8pm on Aug 10; a power increase from 3.6 kilowatts to 20.8 kilowatts was effected at the same time.

A new weekly section that reports on activities of Producers, Distributors & Sponsors of TV film programs and/or film spots. (Subscribers are advised to send in material regarding sales or purchases of film, personnel changes, series in production, etc... we will supplement with items culled from the trade press or researched independently by our staff).

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UNITED PRESS-FOX MOVIE TONE NEWS TO COMBINE FOR NEW TV SERVICE - to be known as United Press-Movietone News, the service merges the reportorial and camera staffs of the two organizations to produce overall coverage of news events by film and scripts, with emphasis on high-speed delivery; reporter-cameraman team will cover news events as they happen; UP newsrooms will relay the telephoned story on a special teletype circuit while the film labs process, edit, print and air-express them to the stations; plans are to deliver 1,800 feet of film per week, or 10-12 news stories daily with sound, in cases where sound is necessary to the story; where stories are distributed without sound, local announcers will be supplied with the UP script timed to fit the film; also included in the service will be the full use of the Movietone News film library, and station subscribers will be able to arrange for special coverage news events on a cost, incidental-fee basis. (BROADCASTING).

AUTHORS LEAGUE OF AMERICA & SCREEN WRITERS' GUILD UNITE - and claim jurisdiction over all television writers, including those who work concurrently in radio, motion pictures, the theater, or any other field; in joining hands, ALA & SWG flatly stated that the Radio Writers Guild, an ALA affiliate, has no claim over video writers; present set-up gives jurisdiction over all writers in the area East of the Rocky Mountains to ALA, while those writers residing West of the Rockies come under the jurisdiction of the Screen Writers' Guild RWG has filed a petition with the NLRB in NY seeking to be declared the bargaining representative for video writers employed by the nets. (HR).

FILM SALES & RENEWALS

QUALITY FILMS(LA) - has concluded a deal with KLAC-TV(LA) whereby the station pays \$302,500 for exclusive rights to 52 feature films for one year; including many "A" productions, with major star names; some of the films were obtained from independent producers, some from the Chemical Bank & Trust Co., others from Standard Capital, whose board chairman, Nate Wallach, is a partner of Charles Weintraub, president of Quality Films. (VAR).

HAL ROACH(LA) - has sold TV rights to the "Our Gang" comedies to an Eastern syndicate headed by attorney David Stillman at a reported price of \$300,000; Theatrical rights are controlled by Joseph Auerbach and the films are being distributed by Monogram to theatres; the 79 two-reelers and 22 one-reelers will not be seen on video until they have completed the Monogram circuit. (HR).

TEL-RA(NY) - has sold a 26 week series of "Telesports Digest" for release in 16 markets; sponsors include Terre Haute Brewing (Blow), for 5 markets, Chevrolet Dealers Assoc. of Boston (Chambers & Wiswell) for 2 markets, Kentucky Club Mail Pouch Tobacco (Charles W. Hoyt) for 2 markets, and Ethyl Gas (BBD&O) for 7 markets; United Artists Television will distribute the series which will be released on various dates in the individual markets.

KLING STUDIOS(NY) - have completed six of thirteen episodes for "Old American Barn Dance" which have been purchased by American Snuff Co. (Simon & Gwynn) & Imdrin (O'Neil, Larson & McMahon, Chi) for release to 9 markets; films are 1/2 hr shows using top names in Barn Dance field.

A copy of the report was furnished to the Memphis office of the FBI on 4/22/68. The report was received from a source who has provided reliable information in the past. The source stated that the information was obtained from a confidential source who has provided reliable information in the past. The source stated that the information was obtained from a confidential source who has provided reliable information in the past.

MEMPHIS OFFICE OF THE FBI

The Memphis office of the FBI is currently conducting an investigation into the activities of the Memphis chapter of the Southern Christian Leadership Conference (SCLC). The investigation is being conducted in connection with the activities of the SCLC in the Memphis area. The investigation is being conducted in connection with the activities of the SCLC in the Memphis area. The investigation is being conducted in connection with the activities of the SCLC in the Memphis area.

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PACKAGES AVAILABLE & PLANNED

SCREEN GEMS, INC(NY) - announce the availability of a series of "TV Disc Jockey Toons" featuring records of all the major recording companies with various visual presentations (i.e. cartoon, live actors) employed to accompany hit tunes; Producer & Genl Sls Mgr - Will Balzin; on 16mm; Distributors offer six-week 15 film package trial for prices ranging from \$187.50 to \$375 according to the size of the market; following the trial period, there will be a continuing library service for unlimited use over a period of a year.

HOLLYWOOD FILM ENTERPRISES(LA) - started production of $\frac{1}{4}$ hr series, "Wizard of Odds" based on Leo Guild's 'What Are the Odds?' 13 are planned at a cost of \$7,000 each; Producer - Kenneth Hertz; Camera - Murray D'Atley; Sound - Bob Newman; Editor - Kenneth Kling.

ROYAL FIVE PRODUCTIONS(LA) - currently shooting the first 13 of a scheduled 52 $\frac{1}{2}$ hr Western series entitled "Calico Kid" featuring Bill Walker and Marietta Elliott; Cost - \$7,500; Shooting two per week in 16mm color; Producer - Dan Foley; Assoc Prod-Director - Scott Brown; Camera - Stewart Thompson; Sound - Clarence Thompson; Musical director - Christy Jensen.

TRANS-WORLD PICTURES(LA) - in production with "The Rupert Hughes Playhouse", a series of thirteen $\frac{1}{2}$ hr dramas with a three day shooting schedule for each; Cost - \$15,000 in 35mm color; Producer - Ron Freeman; Director - Albert Kelley; Production Mgr - Doc Joose; Camera - Virg Miller; Asst Dir - Robert Agnew.

RAPHAEL G. WOLFF STUDIOS(LA) - has completed one $\frac{1}{2}$ hr film on the story of meat from the producer to the consumer available for sustaining spots; Sponsor - American Meat Institute; Agency - Leo Burnett.

OFFICIAL FILMS(NY) - will distribute for US release films made in Germany by Central Europa Films; 13 $\frac{1}{2}$ hr shorts and 1 feature film have been completed; plan to produce thirteen one hour operas.

COMMERCIALS PRODUCTION

(FA - Full Anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; DR - Direct Recording; VO - Voice Over; LS - Lip Synch; M - Music)

Peter Elgar(NY) - 2 (90") & 2 (60") being completed for Colgate-Palmolive-Peet Co. (Palmolive) thru Ted Bates for Nat'l Spot & Net Programming; SM & LA with LS, VO & M.

Gray-O'Reilly(NY) - 6 (60") & 14 (20") being completed for a beer account of the Joseph Armstrong Co. for Nat'l Spot TV; FA & LA with VO & M; Employing novel way of dissolving from FA to LA.

MPO Productions(NY) - 10 (90") completed for Ford thru J. Walter Thompson for Network Programming; LA with DR, LS, VO & M; Location testimonials from Maine to California.

2 (4') completed for Lincoln-Mercury thru Kenyon & Eckhardt for Network Program; LA with VO; Ed Sullivan visits assembly line.

Screen Gems(NY) - 6 (1') being completed for Wildroot thru BBD&O for Nat'l Spot T LA with LS.

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PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		
<u>FRIDAY AUGUST 10</u>		
<u>The Clock</u>	NBC 8:30	<u>The Traveler</u> - by Robert Finch; Charles Dingle, Biff Elliott, William Lee, Dulcy Jordan, Harvey Hayes, Terry Becker, Joseph Sweeney, Rolfe Sedan
<u>Door With No Name</u>	NBC 9pm	Charles Irving, Arnold Robertson, James Van Dyk, John Moore, Kem Dibbs, Robert Baines, Owen Jordan
<u>Hands Of Destiny</u>	DuM 9pm	<u>The Arrangement</u> - by George Morris; with Lili Darvas, Robert Simon, Martin Brandt, Gloria McGhee, Ed Binns, Raymond Bailey
<u>Women Take Over</u>	ABC 11pm	Discussion of the West Point case with Colonel Harrison Travis & Senator William Benton; <u>Panel</u> : Fannie Hurst, Virgilia Peterson, Mary Cadwallader

**** Other shows on this date were listed in last week's issue.

SATURDAY AUGUST 11

<u>Assignment: Manhunt</u>	NBC 10:30	<u>The Trap</u> - by Thomas Walsh, adapt by David Swift; with Lonny Chapman, Peggy McCay, Helen Donaldson, Isobel Elsom, James Winslow, Ben Yaffee, Billy M. Green, Bert Conway, Nat Polen, Lita Dalporto, Susan Steell
<u>Faith Baldwin</u>	ABC 12:30	<u>Inspiration</u> - adapt by Gene Hurley; with Robert Alda, Millicent Brower, Vilma Kurer, E.H. Krumschmidt, Susan Steell
<u>Fashion Magic</u>	CBS 11am	Jane Harvey, Joseph Whitehead(designer), Norman Jensen(magician)
<u>Faye Emerson</u>	CBS 9pm	Salute to Atlanta; Jane Pickens, Lee Tracy, John Tillman
<u>It's Up To You</u>	CBS 6:15	Jane Wilson
<u>**PATRICIA BOWMAN</u>	CBS 6:45	Premiere features guests Maureen Cannon, Jack Brown Singers
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : George Hopkins(C), Rhythm Red(S-D), Jack & Mildred Pitchon(S); <u>Buyers</u> : Jim McKay("Real McKay"), Jim Sfarnas(Old New Orleans Club, Wash DC), Boris Kaplan(Paramount Pictures)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Singers</u> : Mimi Benzell, Donald Richards; <u>Panel</u> : Al Hoffman, Al Goodman, Sunny Dunham

SUNDAY AUGUST 12

<u>Author Meets Critics</u>	NBC 11pm	<u>Grave Diggers Of America</u> - by Ralph De Toledano; Louis Fischer(for), Virgilia Peterson(against)
<u>Celebrity Time</u>	CBS 10pm	Dizzy Dean, Constance Moore

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SUNDAY AUGUST 12(Continued)

<u>G.E. Guest House</u>	CBS 9pm	Performers: Janis Paige, Pat Rooney Sr., Helen Gallagher & Harold Lang, Russel Swan; <u>Panel</u> : William Gaxton, Paula Stone, Jean Dalrymple
<u>Go Lucky</u>	CBS 7:30	Vicki Cummings, Elliott Lawrence
<u>Goodyear Revue</u>	ABC 7pm	Judy Johnson(S)
<u>Leave It...Girls</u>	NBC 7pm	Hal Block, Florence Pritchett, Ella Raines, Robin Chandler, Eloise McElhone
<u>Music In Velvet</u>	ABC 7:30	Warren Brown(baritone), Nancy Wright(S)
<u>Nose For News</u>	WOR 7:45	Peter Stackpole, Life photographer
<u>**PHILCO PLAYHOUSE</u>	NBC 9pm	<u>Ephraim Tutt's Clean Hands</u> - by Arthur Train, adapt by David Swift; PARKER FENNELLY as 'Lawyer Tutt', with MURIEL KIRKLAND, BETHEL LESLIE, KEVIN O'MORRISON, ELLIOT SULLIVAN, HENRY JONES, DANIEL REED, DAN MORGAN
<u>Plainclothesman</u>	DuM 9:30	<u>Appointment With Disaster</u> - by Gil Braun; with Florence Sundstrom, Harry Kadison, Sammy Schwartz, Sandy Kenyon, William Mendrek
<u>Rocky King</u>	DuM 9pm	<u>All Tied Up</u> - by Clinton Spooner & Ruth L. Baer; with Henry Hart, Jim Boles, Natalie Priest, Rosemarie Pettit
<u>Super Circus</u>	ABC 5pm	Dick Clemmens & 5 trained lions, Burns' Birds, Lopez Trio(casting act), Rollins Brothers(balancing)
<u>Star Of The Family</u>	CBS 6:30	Joe Frisco, Kyle McDonnell, Clark Brothers(D)
<u>Toast Of The Town</u>	CBS 8pm	Johnny Johnston & Marcia Van Dyke sub for Sullivan today only; Maria Tallchief, Henny Youngman, Will Mastin Trio(M), Eddie Mayehoff, The Myrons
<u>Trapped</u>	WOR 10pm	<u>Sporting Chance</u> ; with Stanley Tackney, Robert Middleton, Allen Frank, Fran Malis
<u>TV Recital Hall</u>	NBC 8:30	Arnold Eidus(violinist)

MONDAY AUGUST 13

<u>Arthur Murray</u>	NBC 10pm	Cora & Bil Baird, Joan Holloway(D), Nadja Witkowska (soprano)
<u>Garry Moore</u>	CBS 1:30	Wally Cox, Ilene Woods
<u>H'wood Screen Test</u>	ABC 7:30	Harvey Lembeck, guest; Sue Bennett, Steve Gravers
<u>**LIGHTS OUT</u>	NBC 9pm	<u>The Man With The Watch</u> - by Harry Muheim; FRANCIS L. SULLIVAN stars as a modern-day Pied Piper who lures young females away to a strange planet; with PETER CAPELL, PEGGY FRENCH, GORDON CLARKE, JACK SHEEHAN, MICHAEL DREYFUS
<u>Margaret Arlen</u>	CBS 11:05am	Valerie Bettis

MONDAY AUGUST 13(Continued)

<u>Not For Publication</u>	DuM 7:45	<u>The Lorenzo Brothers</u> - by Neil Brant; with Ted Hecht, Arthur Batamides, Helen Harvey
<u>Pantomime Quiz(film)</u>	CBS 8pm	Barbara Britton, Dick Foran, Hillary Brooke, Eric Blore
<u>**SOMERSET MAUGHAM</u>	NBC 9:30	<u>The Great Man</u> - adapt by Peter Barry; with MURRAY MATHESON as an Englishman who sadly misinterprets the Latin temperament while traveling through Peru; with RUSTY LANE, TIMOTHY KEARSE, ROSS MARTIN, GILDA CASANOVAS, ROD COLBIN, TONY JORDAN, MARTINEZ(guitarist-singer), and in what appears to be some sort of precedent, authentic Latins whom Marjorie Morrow selected from the Spanish quarters of New York
<u>Steve Allen</u>	CBS 12N	<u>The Sunnysiders(S)</u> , <u>The Trojans(balancing)</u> , Lynn Jackson(S), Al Flosse(magician), Joey Faye
<u>Talent Scouts</u>	CBS 8:30	Herb Shriner continues as Godfrey's sub; Bethe Douglas(S), Dorothy Langdon(hillbilly singer), William Day(tenor), The Dixieaires(vocal quartet)
<u>Voice Of Firestone</u>	NBC 8:30	Brian Sullivan
<u>**WESTINGHOUSE</u>	CBS 10pm	<u>The Rabbit</u> - by Morton Grant, adapt by Philo Higley; RICHARD PURDY stars again in the 2nd telecasting of the story of a timid bank clerk; this was also the play which first presented MARIA RIVA to home viewers; also repeating their original roles are MARTIN BROOKS and ROBERT H. HARRIS; with NICHOLAS SAUNDERS, TOM GORMAN, ERIC SINCLAIR, JOE MANTELL

TUESDAY AUGUST 14

<u>Armstrong Theater</u>	NBC 9:30	<u>The Man In The Bookshop</u> - by William Dudley; with William Prince, E.J. Ballantine, Joen Arliss, Audra Lindley, Alexander Campbell, Dwight Marfield
<u>Cavalcade Of Bands</u>	DuM 9pm	Tex Beneke & Orch thru Aug 28, Bill Raymond(S)
<u>Danger</u>	CBS 10pm	<u>Murderer's Face</u> - by Bruce Minnix; with Robert Pastene, Ann Marno, Will Hare, Howard Weirum
<u>**FIRESIDE THEATER</u>	NBC 9pm	<u>Make Believe</u> - by Raphael Hayes; RICHARD WIGGINTON as an imaginative child whose fantastic stories become fact; with CHRIS BARBERRY, BOB MIDDLETOWN, ADELAIDE BEAN, ADELINE ADLER, prod & dir by Albert McCleery
<u>Garry Moore</u>	CBS 1:30	Kirkwood & Goodman
<u>Meet The Press</u>	NBC 8pm	Sen. Paul Douglas, guest; Walter Trohan(Chicago Trib), Carl McArdle(Phila. Bulletin), Raymond Brandt (St. Louis Post-Dispatch)
<u>Mr & Mrs Mystery</u>	WOR 8pm	<u>The Case Of The Parisian Shopkeeper</u> ; with John D. Devoe, Elek Hartman, Susan Frank
<u>Steve Allen</u>	CBS 12N	Anne Shelton, The Rayes(D), C. Ray Smith(puppets), Miguelito Valdes

TUESDAY AUGUST 14(Continued)

<u>Stork Club</u>	CBS 7:45	Gil Hodges, Lt. Col. Kelly
<u>Suspense</u>	CBS 9:30	<u>Deadly Sabre</u> - by Victor Wolfson & Henry Myers; with Leslie Neilson, Felicia Montealegre, Frank Dana, Edgar Stehli, Bruce Gordon, Don Mayo

WEDNESDAY AUGUST 15

<u>Break The Bank</u>	NBC 10pm	Bert Parks returns as MC
<u>Godfrey & Friends</u>	CBS 8pm	Billy Gilbert
<u>**KRAFT THEATER</u>	NBC 9pm	<u>John Wilkes Booth</u> - by Peter Yates; a TV drama in blank verse about the man who assassinated Lincoln, with JOHN BARAGREY in the title role; large cast includes Oliver Thorndike, Raymond Bramley, Allan Shayne, Marshall Flamm, George Hill, Mercer McLeod, Norma Chambers, Marga Ann Deighton, John Marriott, Floyd Ennis, Philip Huston, Jay Barney, Cliff Cothron, Noel Leslie, Martin Newman
<u>Margaret Arlen</u>	CBS 11:05am	Oscar Schoeffler, Esquire's fashion editor
<u>Press Conference</u>	WOR 8pm	Robert F. Wagner, Manhattan Borough President; Panel: Richard D. Leahy(W-Tele), Leonard Ingalls(Trib), Joseph C. Ingraham(Times), Jerome Edelberg(Mirror)
<u>Shadow Of A Cloak</u>	DuM 9:30	<u>The Search</u> - by Lawrence & Virginia Duggan; with Robert H. Harris, Gordon Mills, Ann Loring, Charles Welch, Sam Bonnell, P.J. Sidney
<u>Steve Allen</u>	CBS 12N	Two Tones(S), Patsy Bolton(S), Marion Callahan(D), Captain Shaw's Monkeys, The Shanghai Twins(acro)
<u>The Web</u>	CBS 9:30	<u>Edge Of Error</u> - by William Brownell, adapt by Joseph Ruscoll; with Paul Lampton, Robert Emhardt, Beverly Whitney, Carol Ashburn, John Shay, Frank March, Nola Chilton

THURSDAY AUGUST 16

<u>Big Town</u>	CBS 9:30	<u>Mr. Jones</u> - with Olive Deering, Leo Penn, Bertha Belmore, Robert Lieb, John Vivyan, Edwin Cooper, Robert Hull, Phil Dixon
<u>Crime Photographer</u>	CBS 10:30	<u>Murder On The Inside</u> - by Robert J. Shaw; with Lou Polan, Herbert Ratner, Don Kiefer, Julian Noa, Jill Kraft
<u>Down You Go</u>	DuM 9pm	James Jones, author "From Here To Eternity"
<u>Ford Festival</u>	NBC 9pm	Laraine Day subs for Melton; Mills Brothers
<u>Racket Squad(film)</u>	CBS 10pm	<u>The Star Maker</u> - by Erna Lazarus; with Mary Anderson, Dick Crane, Gil Herman
<u>Steve Allen</u>	CBS 12N	Jerry Cooper, The Jades(D), Eadie Gorme(S)
<u>Stork Club</u>	CBS 7:45	Baseball stars salute the late Babe Ruth

THURSDAY AUGUST 16(Continued)

<u>Stop The Music</u>	ABC 8pm	Betty Reilly, Paul Valentine, Joan Holloway
<u>T-Men In Action</u>	NBC 8:30	<u>The Case Of The Widow's Last Love</u> - by Howard Rodman; with Vinton Hayworth, Flora Campbell, Dorothy Sands, J. Robert Breton

FRIDAY AUGUST 17

<u>Eloise Salutes</u>	DuM 11pm	Major & Mrs. Alexander P. de Seversky
<u>Garry Moore</u>	CBS 1:30	Arnold Stang
<u>Hands Of Destiny</u>	DuM 9pm	<u>The Vacation</u> - by Erik Martin; with Betty Sinclair, Dick Shankland, Paul Donah, Betty Lou Keim, Charles Taylor, Elizabeth Brew, Blair Davis
<u>Man Against Crime</u>	CBS 8:30	Jane Seymour, Emily Lawrence, Harry Worth, Anne Teeman, Palmer Ward, Mary Lemhardt
<u>Margaret Arlen</u>	CBS 11:05am	Ed Lopat
<u>Steve Allen</u>	CBS 12N	Vera Barton(S), The Beachcombers(S), Richard & Flora Stuart(D), Francis the mule, Betty Lou Holt(D)

T A L E N T L O C A T O R S E R V I C E August 12, 1951

IN TOWN - POSSIBLE GUEST SHOTS

<u>NANCY ANDREWS</u> back from Cape Cod - AGT: Barron Polan PL 9-4727	<u>DIANA LYNN</u> will be in NY Sept & Oct - AGT: Joe McGee, Wm Morris JU 6-5100
<u>JEANNE BAL</u> singer avail daytime TV - AGT: Barron Polan	<u>FREDERIC MARCH & FLORENCE ELDRIDGE</u> back from Europe - AGT: MCA PL 9-7500
<u>RALPH BELLAMY</u> - PRESS: Earle Ferris PL 9-2846	<u>MARY MCMULLEN</u> author "Stranglehold" murder in advt agcy, avail intvw - CON: Ramona Herdman, Harper & Bros MU 3-1900
<u>RICHARD BENEDICT</u> of "Ace In The Hole" avail TV - AGT: George Greif PL 7-3793	<u>JACK PAAR</u> comic from coast mid Aug - AGT: Frank Cooper Assoc VA 6-5661
<u>LORD BUCKLEY</u> comic avail TV - AGT: Greif	<u>MARGARET PHILLIPS</u> back from England - AGT: Gloria Safier MU 8-3950
<u>ROBERT CARROLL</u> legit actor avail TV - AGT: Joe McGee, Wm Morris JU 6-5100	<u>LILY PONS</u> back from Europe - CON: Eleanore French, Col. Artists CI 7-6900
<u>JEROME COWAN</u> coast trip cancelled, remains in NY - AGT: Cooper Assoc. VA 6-5661	<u>OLGA SAN JUAN</u> - AGT: Peter Witt PL 9-7966
<u>JOHNNY DESMOND</u> singer - AGT: MCA	<u>HARVEY STONE</u> current Copa - AGT: MCA
<u>JOAN DIENER</u> of "Season In The Sun" avail TV - AGT: MCA PL 9-7500	<u>FRANCIS L. SULLIVAN</u> is signed with the Ken Later Agcy PL 7-6964
<u>REX HARRISON & LILLI PALMER</u> from Europe late Aug - MGR: Moe Gale PL 7-7100	<u>RANDY TURPIN</u> middleweight champ from Eng Aug 20, avail radio-TV - AGT: Hank Leeds & Johnny Green, Earl Peed Assoc. PL 7-3726
<u>DICK HAYMES</u> from coast late Sept - MGR: Frank Cooper Assoc. VA 6-5661	<u>JOE WALSH</u> child actor avail TV - PER MGR: John Ross TR 3-0310
<u>CELESTE HOLM</u> from coast in several days MGR: Lloyd Almirall WH 4-4800	<u>RUTH WEBB</u> legit-TV actress-singer - AGT: George Greif PL 7-3793
<u>KIRKWOOD & GOODMAN</u> back from Cape Cod - AGT: Barron Polan	

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EXHIBIT A-2

EXHIBIT A-3

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Ross Reports

ON TELEVISION PROGRAMMING

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
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NEWS ED: Robert A. Cinader
TALENT: Gordon Leigh
FEATURES: David B. Graham

VOL. 3 NO. 7
SUPPLEMENT A

AUGUST 19-25, 1951

PROBLEM OF THE TV FREE-LANCE ACTOR

AFTER YEARS OF PLUGGING HE MISSES OUT ON STARDOM

HOLLYWOOD "NAME" PLAYERS DRAW DOWN THE TOP SALARIES

Since fifty percent of the shows currently on TV fall into the dramatic classification, the free-lance actor, who makes up the bulk of the casts, has become a valuable commodity. But, after years of pioneering and working for peanuts, the featured player finds he is shunted into secondary roles. The big salaries, running as high as \$2,500 for a half-hour dramatic show, are proffered to "name" Hollywood players who, in many cases, lack video training and whose only interest in TV is either to make a fast buck between pictures or to try to start a new career following the movie capital's mass dropping of contract players.

Aggravating an unhealthy situation are the networks. While they spend fabulous sums beating the drums for up-coming comedians such as Sam Levenson, Steve Allen and Herb Shriner, they largely have turned a deaf ear to building up home-grown dramatic talent. For every Mary Sinclair and Maria Riva who will be groomed for stardom by CBS there are dozens of equally deserving players who stand little chance of getting top acting roles. Why go through the expense of developing a "name," the networks ask, when there are dozens of Hollywood actors ready to jump in for a one-shot at a moment's notice?

THE FEATURED PLAYER has been the backbone of dramatic shows since 1945, when TV took its first step towards becoming an important entertainment medium. A group of actors, drawn from radio, Broadway and Hollywood, decided to sacrifice more lucrative pursuits to get in on the ground floor. For four years they helped producers and programming executives devise methods that now play an important part in the success of dramatic presentations. Performers such as Vinton Hayworth, Mary Patton, Everett Sloane and E.G. Marshall, "workhorses" in the field who should now be reaping the rewards -- financially and artistically -- instead are called on to support "name" players who carry off the fattest checks. Innumerable incidents also can be cited where a play would have crumbled except for the strong support provided by these experienced veterans. - more -

(Continued on Page 11)

CORRECTION

Due to a typographical error in last week's TV MARKET DATA statistics, total retail sales was quoted at \$9,023,313,000. The correct figure should be listed at \$90,023,313,000. Please correct the total shown in both copies of the Retail Sales column on the chart.

NATIONAL BROADCASTING COMPANY, INC.
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SECRET

OFFICE OF THE DIRECTOR
CENTRAL INTELLIGENCE AGENCY
WASHINGTON, D.C. 20505

MEMORANDUM FOR THE DIRECTOR

SUBJECT: [Illegible]
DATE: [Illegible]

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- NETWORK ACTIVITY -
THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

AUGUST 19-25, 1951

- Mon(20) - ABC(Ch7) -- 10:30-11pm; CHANGE; Stud's Place; from WENR-TV Chi to the net; Featuring Studs Terkel, with Win Stracke, guitarist, Chet Roble, pianist, Beverly Younger; drama with improvised dialogue; moved to this day & time from Fri 10:30-11pm; Sustaining.
- CBS(Ch2) -- 10:30-11am; DEBUT; Two Sleepy People; from WCBS-TV(COLOR) to the net; Buff Cobb & hubby Mike Wallace host new chatter, interview program from their own apartment; celebrities and other guests drop in for morning coffee; Producer - Frances Buss CBS; Director - John Baird CBS; Sustaining.
- Wed(22) - CBS(Ch2) -- 10-11pm; RETURN; Pabst Blue Ribbon Fights; from various stations to 29 sta plus 23 kine; International Boxing Club promotes bouts which will be telecast from various cities; Sponsor - Pabst; Agency - Warwick & Legler; Director - Bill Warwick W&L; first bout from Madison Square Garden, NY between Joey Maxim, light heavyweight champion & contender Bob Murphy.
- Thu(23) - ABC(CH7) -- 10-10:30pm; CHANGE; Jerry Colonna Show; from KECA-TV H'wood to the net via kine; changes to this day from Fri 9-9:30pm; Producer - Joe Bigelow; Director - Stuart Phelps; Jerry Colonna, MC, with variety guests; sustaining.
- Fri(24) - NBC(Ch4) -- 10-11pm; DEPARTURE; Broadway Open House; from WNBT to the net; Sponsor - Anchor-Hocking; Agency - Weintraub; Supervisor - Paul Monroe; Producer - Hal Friedman NBC; Dir - Dick Schneider NBC; Jack Leonard MC for Tue & Fri; Dagmar & guest singer MC on Thurs; Mon & Wed was "Seven at Eleven"; net will return time to local stations for programming.
- Sat(25) - ABC(Ch7) -- 11-11:30am; CHANGE & RETURN; Foodini the Great; from WJZ-TV to the net (on film); Sponsor - Sundial Div. of International Shoe Co (for Bonnie Laddie, Mark Twain & Sundial Shoes); Agency - Hoag & Provandie, Boston; Producer - Hope & Maury Bunin; formerly on WCBS-TV as "Lucky Pup", Ellen Parker will be MC, with Foodini, the magician, and his stooge, Pinhead, as main puppet characters; Scripts - Jack Graham. (Sponsors $\frac{1}{4}$ hr of show only).

LAST WEEK'S CHANGES(Network Only)

ABC - America in View - Fri 10:30-11pm, replaced "Stud's Place" in this time slot, effective August 17th; documentary film series.

FUTURES(Network Only)

- Aug 27 - CBS -- Lux Video Theater; Mon 8-8:30pm; from WCBS-TV to the net; returns for second season after summer hiatus; Sponsor - Lever Bros (Lux); Agcy - J. Walter Thompson; Producer - Calvin Kuhl JWT; Dir-Fielder Cooke & Richard Goode JWT alternate weekly; Set Designer - William Craig Smith; Costumes - Julia Sze; Music conductor - Vladimir Selinsky; Announcer - Jay Jackson; series is dramatic programs featuring big name stars.
- NBC -- Kukla, Fran & Ollie; Mon thru Fri 7-7:30pm; from WNBQ Chi to the net; returns from hiatus; Sponsors - Mon - RCA(J. Walter Thompson); Tue - P&G for Tide, Camay & Drene (Benton & Bowles and Compton); Wed - National Biscuit Co (McCann-Erickson); Thur - Time Inc for Life Mag(Y&I Fri(see Tue)); Prod-Beulah Zachary; Dir - Lewis Gomavitz; Designer - Jos Lockwood; Music - Jack Fascinato; Burr Tillstrom & Fran Allison.

10-10-68 -- 10-10-68
10-10-68 -- 10-10-68

Director - John W. Smith, Jr.
 Mr. Smith is in charge of the
 various programs and is also
 the principal contact with the
 public. He is a member of the
 Board of Directors of the
 National Aeronautics and
 Space Administration.

1900-1901. 1902-1903. 1904-1905. 1906-1907. 1908-1909. 1910-1911. 1912-1913. 1914-1915. 1916-1917. 1918-1919. 1920-1921. 1922-1923. 1924-1925. 1926-1927. 1928-1929. 1930-1931. 1932-1933. 1934-1935. 1936-1937. 1938-1939. 1940-1941. 1942-1943. 1944-1945. 1946-1947. 1948-1949. 1950-1951. 1952-1953. 1954-1955. 1956-1957. 1958-1959. 1960-1961. 1962-1963. 1964-1965. 1966-1967. 1968-1969. 1970-1971. 1972-1973. 1974-1975. 1976-1977. 1978-1979. 1980-1981. 1982-1983. 1984-1985. 1986-1987. 1988-1989. 1990-1991. 1992-1993. 1994-1995. 1996-1997. 1998-1999. 2000-2001. 2002-2003. 2004-2005. 2006-2007. 2008-2009. 2010-2011. 2012-2013. 2014-2015. 2016-2017. 2018-2019. 2020-2021. 2022-2023. 2024-2025. 2026-2027. 2028-2029. 2030-2031. 2032-2033. 2034-2035. 2036-2037. 2038-2039. 2040-2041. 2042-2043. 2044-2045. 2046-2047. 2048-2049. 2050-2051. 2052-2053. 2054-2055. 2056-2057. 2058-2059. 2060-2061. 2062-2063. 2064-2065. 2066-2067. 2068-2069. 2070-2071. 2072-2073. 2074-2075. 2076-2077. 2078-2079. 2080-2081. 2082-2083. 2084-2085. 2086-2087. 2088-2089. 2090-2091. 2092-2093. 2094-2095. 2096-2097. 2098-2099. 2100-2101. 2102-2103. 2104-2105. 2106-2107. 2108-2109. 2110-2111. 2112-2113. 2114-2115. 2116-2117. 2118-2119. 2120-2121. 2122-2123. 2124-2125. 2126-2127. 2128-2129. 2130-2131. 2132-2133. 2134-2135. 2136-2137. 2138-2139. 2140-2141. 2142-2143. 2144-2145. 2146-2147. 2148-2149. 2150-2151. 2152-2153. 2154-2155. 2156-2157. 2158-2159. 2160-2161. 2162-2163. 2164-2165. 2166-2167. 2168-2169. 2170-2171. 2172-2173. 2174-2175. 2176-2177. 2178-2179. 2180-2181. 2182-2183. 2184-2185. 2186-2187. 2188-2189. 2190-2191. 2192-2193. 2194-2195. 2196-2197. 2198-2199. 2200-2201. 2202-2203. 2204-2205. 2206-2207. 2208-2209. 2210-2211. 2212-2213. 2214-2215. 2216-2217. 2218-2219. 2220-2221. 2222-2223. 2224-2225. 2226-2227. 2228-2229. 2230-2231. 2232-2233. 2234-2235. 2236-2237. 2238-2239. 2240-2241. 2242-2243. 2244-2245. 2246-2247. 2248-2249. 2250-2251. 2252-2253. 2254-2255. 2256-2257. 2258-2259. 2260-2261. 2262-2263. 2264-2265. 2266-2267. 2268-2269. 2270-2271. 2272-2273. 2274-2275. 2276-2277. 2278-2279. 2280-2281. 2282-2283. 2284-2285. 2286-2287. 2288-2289. 2290-2291. 2292-2293. 2294-2295. 2296-2297. 2298-2299. 2300-2301. 2302-2303. 2304-2305. 2306-2307. 2308-2309. 2310-2311. 2312-2313. 2314-2315. 2316-2317. 2318-2319. 2320-2321. 2322-2323. 2324-2325. 2326-2327. 2328-2329. 2330-2331. 2332-2333. 2334-2335. 2336-2337. 2338-2339. 2340-2341. 2342-2343. 2344-2345. 2346-2347. 2348-2349. 2350-2351. 2352-2353. 2354-2355. 2356-2357. 2358-2359. 2360-2361. 2362-2363. 2364-2365. 2366-2367. 2368-2369. 2370-2371. 2372-2373. 2374-2375. 2376-2377. 2378-2379. 2380-2381. 2382-2383. 2384-2385. 2386-2387. 2388-2389. 2390-2391. 2392-2393. 2394-2395. 2396-2397. 2398-2399. 2400-2401. 2402-2403. 2404-2405. 2406-2407. 2408-2409. 2410-2411. 2412-2413. 2414-2415. 2416-2417. 2418-2419. 2420-2421. 2422-2423. 2424-2425. 2426-2427. 2428-2429. 2430-2431. 2432-2433. 2434-2435. 2436-2437. 2438-2439. 2440-2441. 2442-2443. 2444-2445. 2446-2447. 2448-2449. 2450-2451. 2452-2453. 2454-2455. 2456-2457. 2458-2459. 2460-2461. 2462-2463. 2464-2465. 2466-2467. 2468-2469. 2470-2471. 2472-2473. 2474-2475. 2476-2477. 2478-2479. 2480-2481. 2482-2483. 2484-2485. 2486-2487. 2488-2489. 2490-2491. 2492-2493. 2494-2495. 2496-2497. 2498-2499. 2500-2501. 2502-2503. 2504-2505. 2506-2507. 2508-2509. 2510-2511. 2512-2513. 2514-2515. 2516-2517. 2518-2519. 2520-2521. 2522-2523. 2524-2525. 2526-2527. 2528-2529. 2530-2531. 2532-2533. 2534-2535. 2536-2537. 2538-2539. 2540-2541. 2542-2543. 2544-2545. 2546-2547. 2548-2549. 2550-2551. 2552-2553. 2554-2555. 2556-2557. 2558-2559. 2560-2561. 2562-2563. 2564-2565. 2566-2567. 2568-2569. 2570-2571. 2572-2573. 2574-2575. 2576-2577. 2578-2579. 2580-2581. 2582-2583. 2584-2585. 2586-2587. 2588-2589. 2590-2591. 2592-2593. 2594-2595. 2596-2597. 2598-2599. 2600-2601. 2602-2603. 2604-2605. 2606-2607. 2608-2609. 2610-2611. 2612-2613. 2614-2615. 2616-2617. 2618-2619. 2620-2621. 2622-2623. 2624-2625. 2626-2627. 2628-2629. 2630-2631. 2632-2633. 2634-2635. 2636-2637. 2638-2639. 2640-2641. 2642-2643. 26

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CHILDREN'S BOOKS

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FUTURES(Continued)

Aug 27 - NBC - The Bert Parks Show; Mon, Wed & Fri - 3:30-4pm; from WNBT to the net; returns for second season; Sponsor - General Foods (Jello Products, Minute Rice, Swans Down Cake Flour & Devile Food Mix, Birds Eye Orange Juice) Agency - Young & Rubicam; Supervisor - Marv Harris Y&R; Pkgr - Louis G. Cowan; Prod-Dir - Sherman Marks at Cowan; Scripts - Berni Gould & Paul Harrison; Bert Parks, MC with Betty Ann Grove, singer, Bobby Sherwood and his quintet, and The Heathertones, girl harmony quartet, all carried over from last year.

Sept 6 - DuM - The Bigelow-Sanford Theater; Thurs 10-10:30pm; from WABD(on film) to the net; Sponsor - Bigelow-Sanford Carpets; Agency - Young & Rubicam; Supervisor - Robert Hussey Y&R(Cal) & Woody Benoit Y&R(NY); Prod-Dir - Frank Woodruff Y&R; Script Ed - George Panetta Y&R; Feature films made especially for TV by Jerry Fairbanks in H'wood using top motion picture stars; was on CBS-TV from December 1950 to June 1951.

SPONSOR ACTIVITY

CBS - Sports Show; Wed 10:45-11pm(approx); from various sta to the net; 15 minute show following Fabst fight series; Sponsor - General Cigar(White Owl); Agency - Young & Rubicam. Effective Aug 22, interview show.

Suspense; Tue 9:30-10pm; WCBS-TV to the net; Electric Auto-Lite Co thru Cecil & Presbrey, renewed sponsorship of program for 1951-52 season.

Hallmark Cards thru Foote, Cone & Belding, will sponsor a new informal interview type series starring Sarah Churchill with emphasis on show business.

Cliquot Club - thru the Frank Weston agency has bought one quarter-hour segment weekly on ABC-TV's Daytime show starring Frances Langford and Don Ameche.

LOCAL ACTIVITY

WCBS-TV - The Real McKay; Mon thru Fri - 6:15-6:30pm; new time effective August 20th formerly seen at 6:00-6:30pm.

WJZ-TV - Uncle Lumpy's Cabin; Mon thru Fri - 5-5:30pm; Children's program combining animation techniques with a live format; Producer - Tom Howell WJZ-TV; Director - Bob Messell WJZ-TV; Hugh Brannum will play Uncle Lumpy;sust'ng.

WOR-TV - Bob Bale Show; Wed 8:30-8:45pm; New audience participation show answers letters from viewers about personality problems, etc; Pkgr-Prod - Philbin-Bergman Prods; Sustaining.

College Basketball; Wed at game time; Stan Lomax will handle the commentary for college basketball games originating from college gyms beginning Dec 5.

According to a special survey by The Pulse, Inc., in nine of ten homes in the so called "fringe" area, the reception on Channel 7 (WJZ-TV), was greatly improved with the inauguration of telecasting from the Empire State Building; prior to the five and a half times greater power increase, 28 percent of homes surveyed reported good or excellent reception, with 77 percent reporting good or excellent reception after the power increase.

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Page 6 - 2011 - The History of the...
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Abstracts - Give the brief version of the original report. The abstract should be written in a concise and clear manner. It should include the purpose of the study, the methods used, the results obtained, and the conclusions drawn. The abstract should be written in a way that is easy to read and understand. It should be written in a way that is easy to read and understand. It should be written in a way that is easy to read and understand.

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For college basketball games beginning 11:00 a.m. the following day:

[illegible]

A new weekly section that reports on activities of Producers, Distributors & Sponsors of TV film programs and/or film spots. (Subscribers are advised to send in material regarding sales or purchases of film, personnel changes, series in production, etc....we will supplement with items culled from the trade press or researched independently by our staff).

XX

SHOWTIME TV FILMS(LA) PLAN NEW VIDEOFILM SERIES WHICH MAY PUBLICIZE HOLLYWOOD - to be entitled "Hollywood Leg Man", the films will be of half-hour length and will be produced in association with Voglin Corp; Board of Showtime includes Terence Hunt, Jack Voglin, Herbert G. Luft, Irving Lipsky and Greg Bautzer; company will use General Service Studios; Stephen Longstreet & W. R. Burnett will be among the writers of the series. (VARIETY)

NEW ROY ROGERS FILM TO BE USED INSTEAD OF OLD REPUBLIC PICTURES - as the replacement for "Hopalong Cassidy" for sponsorship by General Foods; films will be of half-hour length; filler for second half of hour time not yet decided on.

NATIONAL SOCIETY OF TELEVISION PRODUCERS TO MEET - primarily to choose a successor to Martin Mooney as Code Administrator. Mooney had been in office only a week when Louis D. Snader, president of the outfit, announced Mooney's resignation, with Mooney claiming he had been fired; Meeting will also discuss suggestions by labor advisory group on reaching agreement on union scales. (VARIETY)

KNICKERBOCKER PRODUCTIONS FORMED IN CLEVELAND TO FILM VAUDEVILLE SHOWS - by Jack Fine and Sam C. Johns, who have negotiated to open the Knickerbocker Theater in Cleveland as a vaudeville house, using a large pit band, a chorus of 15 voice and 5 top vaude acts each week; on the second night of each weekly program, the audience will be admitted free and the show will be filmed for quarter, half and full hour programs; producers will scale admission prices down, expecting to recoup whatever losses there may be by profits on films. (BILLBOARD)

WNBT (NEW YORK) INCREASING LENGTH OF ID BREAKS - from eight to ten seconds; rates for the breaks (those which give the stations' call letters with a plug for spot sponsors) will be one-half of the twenty-second rate. (VARIETY)

FILM SALES & RENEWALS

REVUE PRODUCTIONS(LA) - a subsidiary of MCA, has sold the "Kit Carson" half-hour western series to Coca Cola on a spot basis throughout the country; MCA is trying to sell local bottlers on participating; half of the cost to be assumed by the bottler, and the other half by the parent company; local bottlers will assume the time cost in each locality; 40 markets have been signed up, with the program set to be launched in October.

XX

The Ross Reports on FILM FOR TV, which will present the first complete analysis of production of film, distribution of film & all pertinent costs in the trade, will be published in September. It is still open to your low-cost ADVERTISING.

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will be published in September. It is still under the lastest revision.

PACKAGES AVAILABLE & PLANNED

GEORGE W. TRENDLE - owner and president of "Lone Ranger," Inc., is in Hollywood setting up a production unit to film 52 Lone Ranger programs and another series based on two radio shows, "Challenge of the Yukon" and "The Green Hornet"; "Lone Ranger" films were formerly made by Jack Chertok. (VARIETY)

PICAYUNE PRODUCTIONS(NY) - has finished a pilot film of a projected real estate program "Homes for Sale" for the Long Island Home Builders Institute; 15 minute films covering facilities, schools, commuting distances, etc. of various L.I. housing projects; Writers-Directors - Bob Houston & Newt Stammer; Ed Stokes is MC. (VARIETY)

TELEVISION SCREEN PRODUCTIONS(NY) - has completed shooting 39 episodes of "Jim and Judy in Tele-Land", an animated children's program, five minutes in length; additional episodes will be available by the end of the year.

STERLING TV(NY) - has obtained exclusive television distribution rights for thirteen outdoor adventure color films by Van Kampen Heilner; among the films are "Fighting Bulls", "Tampico Tarpon", "Jumpers" and "Unusual Sports".

HOLBERT PRODUCTIONS(NY) - completed a series of 13 fifteen minute films entitled "Rackets in the USA"; Hyperion Films is the distributor; Producer - Bill Holland & Jerry Albert; Director - Walter Strate; Film Editor - Buddy Lewis; Scripts - Bruce Elliot; Detective Sgt. Audley Walsh, consultant to the FBI, and top rackets investigator, is the main character in the series.

HAFNER-HALPERIN INC(NY) - plan a series based on the "Kerry Drake" comic strip which was created by Alfred Andriola; series starts production on October 1st, with name star wanted for the title role. (VARIETY)

G-L ENTERPRISES(NY) - have completed eleven 3 minute film subjects starring Tex & Jinx McCrary, to be integrated into "New York Close-ups"; Tex and Jinx do the commentary for the films which were shot in London, Paris & Rome.

COMMERCIALS PRODUCTION

(FA - Full Anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; DR - Direct Recording; VO - Voice Over; LS - Lip Synch; M - Music)

Murphy-Lillis Prod(NY) - 6 (60"), 6 (20") and 6 (2') completed for Ford Trucks thru J. Walter Thompson for Network Programming; LA with LS, VO & M; Filmed in various parts of US on location showing trucks in various industries and work.

Special Purpose(NY) - 6 (2½') being completed for Pennsylvania Co.(chain of banks thru N.W. Ayer for Local Programming; LA with 90%LS & VO; stories about different banking services.

1 (60"), 1 (20") & 1 (8") being completed for Flamingo Orange Juice (Douglas Leigh Co) thru William Esty; LA with LS, VO.

Wilbur Streech(NY) - 1 (60") completed for Thom McAn Shoes thru Neff-Rogow for National Spot; LA with LS; Spots featuring Mel Allen in Thom McAn Club House

PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		
<u>FRIDAY AUGUST 17</u>		
<u>The Clock</u>	NBC 8:30	<u>Love Is Contraband</u> - by Hamilton Benz; with Donald Buka, Julie Haydon, Chris Gampel, Hy Anzell, Rock Rogers
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>A Child Is Crying</u> - by John McDonald, adapt by Alvin Sapinsley; with Walter Abel, Robin Morgan, Calvin Thomas, Brandon Peters, Shirley Eggleston, Peggy Allenby
<u>Women Take Over</u>	ABC 11pm	<u>Topic</u> : Alcoholism: Our Modern Plague; <u>Panel</u> : Mrs. William Sporborg, Virgilia Peterson, Virginia Gilmore; <u>Guests</u> : Dr. Anthony Mira (Medical Dir NYC Welfare Dept), Mr. Yvelin Gardner (Assoc Dir Natl Assoc of Alcoholism)

**** Other shows on this date were listed in last week's issue.

SATURDAY AUGUST 18

<u>Assignment: Manhunt</u>	NBC 10:30	<u>Confidential Agent</u> - by Abram S. Ginnes; with Gerry O'Loughlin, Margaret Barker, Frederick Tozere, Bea Roth, David Clarke, John McGovern, Nina Varela, Tiger Andrews, Thomas Heaphy, Beverly Bayne
<u>Big Top</u>	CBS 12N	Olguin Trio (trapeze), Jack Mayand (juggler-cyclist)
<u>Fashion Magic</u>	CBS 3:30	Eleanore Hillebrand (Charm Mag fashion ed), Judy Lynn
<u>Faye Emerson</u>	CBS 9pm	<u>Summer In The City</u> , 1st of 2 summer replacements for the vacationing Faye Emerson; with Nancy Kelly, Gladys Swarthout, Sweeney & March, Virginia Conwell, Bob Scheerer
<u>Patricia Bowman</u>	CBS 6:45	Kyle MacDonnell subs for Bowman today only; Paul Shelley (pianist), Wally Cox, John Butler Dancers
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : Dolly Barr (roller skater), Harold Belafonte (S), Dog Act; <u>Robert's Cue</u> : Shoshana Damari (Israeli singer); <u>Buyers</u> : Fred Koury (Plantation Supper Club, N.C.), Sid Goldstein (421 Club, Phila.), Paula Stone (<u>Top Banana</u> producer)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Singers</u> : Toni Arden, Frank Parker; <u>Judges</u> : Red Evans, Slim Gaillard, Martin Bloch
<u>Two Girls....Smith</u>	ABC 12N	Peggy Ann Garner returns

SUNDAY AUGUST 19

<u>Author Meets Critics</u>	NBC 11pm	<u>The Great Idea</u> - by Henry Hazlitt; Lawrence Fertig (for), Norman Thomas (against)
<u>Celebrity Time</u>	CBS 10pm	Signe Hasso, Buddy Rogers
<u>Go Lucky</u>	CBS 7:30	Hy Gardner, Kathi Norris

Section 1

1. The first section of the Act is entitled "Short Title". It provides that the title of the Act shall be "The [illegible] Act, 19[illegible]".

2. The second section of the Act is entitled "Enactment". It provides that the Act shall be deemed to have been enacted on the [illegible] day of [illegible] 19[illegible].

3. The third section of the Act is entitled "Commencement". It provides that the Act shall come into force on the [illegible] day of [illegible] 19[illegible].

4. The fourth section of the Act is entitled "Extent". It provides that the Act shall extend to [illegible] and to all parts thereof.

5. The fifth section of the Act is entitled "Power to make rules". It provides that the [illegible] may make rules for carrying out the purposes of the Act.

Section 2

1. The first section of the Act is entitled "Short Title". It provides that the title of the Act shall be "The [illegible] Act, 19[illegible]".

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3. The third section of the Act is entitled "Commencement". It provides that the Act shall come into force on the [illegible] day of [illegible] 19[illegible].

4. The fourth section of the Act is entitled "Extent". It provides that the Act shall extend to [illegible] and to all parts thereof.

5. The fifth section of the Act is entitled "Power to make rules". It provides that the [illegible] may make rules for carrying out the purposes of the Act.

Section 3

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Section 4

1. The first section of the Act is entitled "Short Title". It provides that the title of the Act shall be "The [illegible] Act, 19[illegible]".

<u>Goodyear Revue</u>	ABC 7pm	Betty Reilly, Joan Holloway
<u>G.E. Guest House</u>	CBS 9pm	<u>Performers</u> : Edward Everett Horton, Gene & June Lockhart, Buck & Bubbles; <u>Panel</u> : William Gaxton, Mark Hanna, Sally Benson
<u>Leave It....Girls</u>	NBC 7pm	Mike Frankovitch, Florence Pritchett, Betty Forsling
<u>Meet The Press</u>	NBC 8pm	Carlisle Humelsine(Gen Mgr State Dept Personnel), guest; <u>Panel</u> : William S. White(Times), John Hightower(A-P), Ernest K. Lindley(Newsweek), Ned Brooks (NBC)
<u>Nose For News</u>	WOR 7:45	Martha Holmes(free-lance photographer)
<u>**PHILCO PLAYHOUSE</u>	NBC 9pm	<u>Come Alive</u> - by William Kendall Clarke; VALERIE BETTIS as a domineering, selfish woman, with LAUREN GILBERT, DONALD CURTIS, LEORA DANA, RICHARD COOGAN, ALFREDA WALLACE, MARTIN BRANDT, CHARLOTTE DENNY, CLEM FOWLER; Clarke's adaptation of the screen play by George Oppenheimer and Robert Sinclair
<u>Plainclothesman</u>	DuM 9:30	<u>The Life Guard & The Lady</u> - by Gil Braun; with Douglas Chandler, Al Henderson, Elaine Joyce, Terry Van Tell, Fred Lightner, Henry Beckman
<u>Rocky King</u>	DuM 9pm	<u>The House On Bleak Street</u> - by Clinton Spooner & Ruth L. Baer; with Tony Bickley, John Stanley, Carlotta Sherman, Doritt Kelton
<u>Super Circus</u>	ABC 5pm	Betty Ward & Trained Baby Elephant, Will Wright (acro-juggler), The Les Juvelys(novelty)
<u>Star Of The Family</u>	CBS 6:30	Eileen Barton, Morey Amsterdam, Liberace
<u>Toast Of The Town</u>	CBS 8pm	Victor Borge subs for Sullivan; Francis X. Bushman, Zola Mae Shaulis, Tommy Wonder & Margaret Banks, Les Paul & Mary Ford
<u>Trapped</u>	WOR 10pm	<u>The Man On The Barrel</u> ; with Harry Townes, Rita Duncan, Alan Gordon
<u>TV Recital Hall</u>	NBC 8:30	Sigi Weissenberg(pianist)

MONDAY AUGUST 20

<u>Arthur Murray</u>	NBC 10pm	Bert Wheeler, Mel Torme, Lorna Lynn(S)
<u>Garry Moore</u>	CBS 1:30	Mrs. Raye Copelan(puppet designer)
<u>H'wood Screen Test</u>	ABC 7:30	Frank Albertson, guest; Ruth York, Norma Connelly
<u>**LIGHTS OUT</u>	NBC 9pm	<u>Follow Me</u> - by A. J. Russell; a variation on the 'Dorian Gray' theme, when PETER COOKSON portrays a 56-year-old man who looks not a day over 30 and takes questionable advantage of it; DORIS RICH plays his wife; with DAN MORGAN FRANKLIN FOX, MYRTLE TANNEHILL, BARBARA BELDEN

<u>Margaret Arlen</u>	CBS 11:05am	Raphael Elan(fabrics expert)
<u>Not For Publication</u>	DuM 7:45	<u>Best Seller</u> - by George Bellak; with Lois Mettleton, Brent Sargent, Maurice Wells
<u>Pantomime Quiz(film)</u>	CBS 8pm	Peggy Dow, Bruce Bennett, Gale Storm, Jack Smith
<u>Somerset Maugham</u>	NBC 9:30	<u>The Yellow Streak</u> - adapt by Martha Wilkerson; with Elliott Sullivan, David Clark, Salem Ludwig, Roger De Koven, William A. Lee, Arthur Batamides, Harry Hess
<u>Steve Allen</u>	CBS 12N	Toni Arden, Jacqueline Hurley(D), Del Casino, Frisky(juggler)
<u>Story Theater(film)</u>	NBC 10:30	<u>The Mysterious Picture</u> - by Charles de Coster; with Mark Daniels, Hugo Haas, Norman Varden, Lowell Gilmore, Pedro de Cordoba
<u>Strike It Rich</u>	CBS 11:30am	Randy Merriman subs for Warren Hull
<u>**TWO SLEEPY PEOPLE(color)</u>	CBS 10:30	Premiere show features guests Dell & Vincent Sardi; Hosts Buff Cobb & Mike Wallace
<u>Voice Of Firestone</u>	NBC 8:30	Lois Hunt
<u>**WESTINGHOUSE</u>	CBS 10pm	<u>Run From The Sun</u> - by William H. Krasner, @ by Mel Goldberg & Worthington Miner; a psychological mystery about an ex-GI (played by MARC DANIELS); with GABY RODGERS, MADELEINE SHERWOOD, CLIFF HALL, ROBERT CHRISTOPHER, STEWART BRADLEY, PAUL FORD, JIM NOLAN, MARION SCANLON, GENE DE SANTIS, TOM MIDDLETON, DOROTHY BLACKBURN, JIM COOTS, ALAN DEVITT
<u>**REAL MCKAY</u>	CBS 6:15	RHYTHM RED(tap dancer) whom Jim McKay booked through last week's <u>Show Goes On</u>

TUESDAY AUGUST 21

<u>Armstrong Theater</u>	NBC 9:30	<u>Bone Of Contention</u> - by Eli Cantor; with Coleen Grey, Richard Derr, Noel Leslie, John Morley
<u>Cavalcade Of Bands</u>	DuM 9pm	Tex Beneke & Orch
<u>**DANGER</u>	CBS 10pm	<u>Motive For Murder</u> - by John & Ward Hawkins; RICHARD KILEY as a policeman who tries to clear the charges of murder hurled at his wife (JUDY PARRISH); with NELL HARRISON, BRUCE GORDON, JOHN BUCKWALTER, JOYCE HENRY, JOE SILVER, VICTOR THORLEY, JOHN MCGOVERN, JANET PAUL
<u>**FIRESIDE THEATER</u>	NBC 9pm	<u>The Lottery</u> - by Shirley Jackson, adapt by Ellen Violett; a woman stoned to death during village ritual while her family looks on; with MARGARET HAYES, DON KENNEDY, ANDY DUGGAN, JOHN O'HARE, JOHN HAMILTON
<u>Meet The Press</u>	NBC 8pm	Vice President Alben Barkley, guest; <u>Panel</u> : McNeil Lowry(Cox Newspapers), James Reston(NY Times), Jack Bell(A-P), Robert Riggs(Louisville Courier-Journal)

TUESDAY AUGUST 21(Continued)

Garry Moore CBS 1:30 Guy Raymond(C)

Steve Allen CBS 12N Andre, Andree & Bonnie(D), Helen Kane, Woody Herman, Linda Doherty(S), The Kitkats(D)

Stork Club CBS 7:45 Sonja Henie, Mr. & Mrs. Paul V. McNutt, Mr. & Mrs. Spruille Braden, Joe Williams & popular sportsmen

**SUSPENSE CBS 9:30 This Is Your Confession - by Stephen Vas & Franklin Kirk, adapt by Halsted Wells; Part I of a two-part drama about secret police behind the "Iron Curtain", starring EVA GABOR & SIDNEY BLACKMER; balance of cast unavailable at press time

WEDNESDAY AUGUST 22

Garry Moore CBS 1:30 Phil Foster(C)

Godfrey & Friends CBS 8pm Ben Blue

**KRAFT THEATER NBC 9pm Pigs - by Anne Morrison & Patterson McNutt; BILL DANIELS as a young boy whose overpowering love of pigs just about eclipses that of girl friend ROSEMARY RICE; with VAUGHN TAYLOR, ENID MARKEY, KATHERINE MESKILL

Margaret Arlen CBS 11:05am Phil Regan

Press Conference WOR 8pm John R. Brook, guest; Panel: Jerry King(W-Telegram), Harold Harris(Bklyn Eagle), Alvin D. Doyle(NY Mirror), Douglas Dales(NY Times)

Shadow Of A Cloak DuM 9:30 Million Dollar Watch - by Lawrence Menkin; with Joe Holland, Emmett Rogers, Howard Weirum, Jane Middleton, Ward Costello

Steve Allen CBS 12N Peter Donald, Madelyn Russell(S), Jane Scott & Bill Callahan(D)

**THE WEB CBS 9:30 The Dishonorable Thief - by John Cole; in this story of a milquetoast-ish private eye, the credits will read "STARRING HENRY JONES", the first time this TV veteran will have achieved that honor; with EILEEN HECKART, BETHEL LESLIE, KURT KATCH, OLIVER THORNDIKE, KEM DIBBS

THURSDAY AUGUST 23

Big Town CBS 9:30 Many Happy Returns - by Charles Robinson & Joseph Ruscoll; Julie Stevens as 'Lorelei' continues as the lead during Pat McVey's vacation; with Harold Vermilyea, Joey Walsh, Frederick Tozere

Crime Photographer CBS 10:30 The Pay Off - by Max Ehrlich; with Lawrence Fletcher, Leonard Barry, James O'Rear, Lorna Lynn, Jay Barney, Adnia Rice

**FORD FESTIVAL NBC 9pm Comedian JACK PAAR makes his TV debut; Melton returns

Margaret Arlen CBS 11:05am Dick Savitt(Wimbledon champ), Alan Hall(Time Mag.)

ROSS REPORTS

<u>Not For Publication</u>	DuM 7:45	<u>Final Decision</u> - by Lawrence Menkin; with Xenia Bank, Martin Ashe, John Boruff
<u>Racket Squad(film)</u>	CBS 10pm	<u>Bank Night</u> - by Charles S. Belden; with John Qualen, Jacqueline de Wit, Gordon Oliver
<u>**STARLIGHT THEATER</u>	CBS 8pm	<u>Lunch At Dinsalvo's</u> - by Ed A. Connell; FRANCHOT TONE & DONALD CURTIS and intrigue in an advertising agency; with MARTIN NEWMAN, PAUL FORD, JANE HOFFMAN, NORMA CHAMBERS, RAY BRAMLEY
<u>Steve Allen</u>	CBS 12N	Larry Douglas, Sis & Sunny Arthurs(acro), Mary Osborne(guitarist), The Three Sidneys(D)
<u>Stork Club</u>	CBS 7:45	Journal-American Miss Surfmaid contest winners
<u>T-Men In Action</u>	NBC 8:30	<u>Murder By Proxy</u> - by Howard Rodman; with William Redfield, Gene De Santis, Jason Johnson, Ramsey Williams, Rusty Lane, Sy Travers, Martin Brooks

FRIDAY AUGUST 24

<u>Cavalcade Of Stars</u>	DuM 10pm	Jackie Gleason returns; Robert Maxwell(harpist), Champ Butler(S)
<u>Eloise Salutes</u>	DuM 11pm	Don Cherry(S)
<u>**HANDS OF DESTINY</u>	DuM 9pm	<u>A Busy Signal</u> - by R.N. Brant; with MELBA RAE, ROBERT MIDDLETON, HAROLD STONE, DONALD FOSTER
<u>Man Against Crime</u>	CBS 8:30	Morton Stevens, Ann Sorg, Sally Moffat, Calvin Thomas, Don McHenry
<u>Steve Allen</u>	CBS 12N	Champ Butler(S), Saxon Sisters(S), Flip, Flop & Slide(D)

T A L E N T L O C A T O R S E R V I C E August 19, 1951

IN TOWN - POSSIBLE GUEST SHOTS

<u>BLACKBURN TWINS & PAM CAVAN</u> current Riviera - PRESS: Moore-Dreyfus-Delynn PL 3-6971	<u>GARDENIA</u> Bengal rhesus monkey avail TV - TRAINER-CONTACT: Rod Colbin CI 7-3997
<u>IRENE BOLTON</u> European ballerina avail TV AGT: Jules Ziegler MU 2-2080	<u>UTA HAGEN</u> in town for "St. Joan" rehearsal AGT: Lucy Kroll PL 7-4250
<u>VICTOR BORGE</u> - MGR: Harry Squires CI 6-4150	<u>WRIGHT KING</u> from Georgia this week - AGT: William Morris JU 6-5100
<u>EDDIE CANTOR</u> from coast late this week AGT: William Morris JU 6-5100	<u>BILLIE & GENE LAMBERT</u> acro team current Music Hall - AGT: Hans Lederer, Lew & Leslie Grade JU 6-4190
<u>JOHN CARROLL</u> from coast for Versailles date early Sept	<u>THOMAS MITCHELL</u> from coast in 2 wks(pend.) AGT: Sam Jaffe PL 9-6693
<u>RICHARD CONTE</u> back from Europe this week	<u>GUS VAN</u> from Florida this week, avail TV CONTACT: Hal Halpern MU 6-3714
<u>DIANA DOUGLAS</u> from coast - CON: Joel Preston JU 2-3618	<u>KAY THOMPSON</u> in NYC mid-Sept for Persian engagement
<u>COLEEN GRAY</u> - AGT: Sam Jaffe PL 9-6693	

WATER TREATMENT PLANT - 1000 GPM

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PROBLEM OF THE TV FREE-LANCE ACTOR(Continued)

THE STAR SYSTEM has arisen because producers and sponsors think the public is more interested in name value than in the overall effectiveness of dramatic shows. While the major movie studios still frown on contract players appearing on video, an ever-growing group of non-contract players have jumped on the bandwagon since 1949. For every Dane Clark, who expects to devote a major part of his time to TV (while integrating stage and film work) there are scores who are on the down-grade in Hollywood, yet they have talked TV producers into giving them top billing and hefty salaries.

ROSS REPORTS' SURVEY ON GROWTH OF STAR SYSTEM: A recap of Ross Reports Showsheets for the past two years reveals the steady increase in "name" use:

During a five-week period (Oct 29-Dec 5, 1949) 11 dramatic shows presented 43 performances with 197 members rating star and feature billing. Of this group, 57 were "name" performers and 133 were featured players.

36.5% of the shows relied on "name" talent

27% of the shows relied on TV featured players

36.5% were divided, with the tendency toward featured players

During a five-week period (Apr 1-May 5, 1950) 14 dramatic shows presented 46 performances with 199 members rating star and feature billing. Of this group, 29 were "name" actors and 170 featured players.

28.5% of the shows relied on TV featured players

57.5% relied on "name" talent

14% were divided

During a five-week period (Nov 4-Dec 8, 1950) 19 dramatic shows presented 78 performances with 483 members, 68 being "name" actors and 415 being featured players:

10% of the shows relied on featured players

53% of the shows relied on "name" talent

37% were divided, with 2 out of 5 performances using stars

During a five-week period (Apr 29-June 1, 1951) 14 dramatic shows presented 58 performances with 405 members, 47 being "names" and 358 being featured players

14.5% of the shows relied on featured players

64% of the shows relied on "name" talent

21.5% were divided, with the tendency toward featured players

IN SUM, THERE HAS BEEN A 27.5% INCREASE IN THE USE OF "NAMES" SINCE 1949.

With the exception of such shows as Kraft Television Theater, Studio One and the Philco Television Playhouse, producers persist in using star performers. The above shows, however, have spotlighted to good advantage video-spawned players such as John Newland, Cloris Leachman and Felicia Monteleagre. Each show also does very well in the rating department, refuting the theory that "names" are essential to high ratings. Had other producers been as willing to give such home-grown talent equal opportunities, the veteran TV player would not find himself playing second fiddle to people with far less talent than himself.

Television thesping is a precarious job: While producers and directors readily admit that new faces are needed, they must rely on "names" and, to a lesser extent, on established feature players, they argue, because the staff to sift out the promising from the dead wood is lacking. Working actors find they are not big enough to be handled by agents, too big to make the rounds--and not well enough known to be called by producers who are not acquainted with their past acting jobs.

The TV industry has shown a steady increase in production and revenue since the mid-1950s. It was estimated in 1955 that the industry's total revenue was \$1.5 billion, and by 1960 it had grown to \$2.5 billion. This growth was due to a number of factors, including the increasing number of TV sets in homes, the growing popularity of TV advertising, and the increasing number of TV stations. The industry's revenue is divided into three main categories: advertising, subscription fees, and merchandise sales. Advertising is the largest source of revenue, accounting for about 60% of the total. Subscription fees account for about 30%, and merchandise sales account for about 10%.

During the year 1960, the industry's revenue was \$2.5 billion, a 33% increase over 1959. This increase was due to a number of factors, including the increasing number of TV sets in homes, the growing popularity of TV advertising, and the increasing number of TV stations.

During a five-year period (1955-1960), the industry's revenue was \$12.5 billion, an average of \$2.5 billion per year. This revenue was divided into three main categories: advertising, subscription fees, and merchandise sales. Advertising is the largest source of revenue, accounting for about 60% of the total. Subscription fees account for about 30%, and merchandise sales account for about 10%.

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With the exception of such shows as "The Dick Van Dyke Show" and "The Mary Tyler Moore Show", the industry's revenue is divided into three main categories: advertising, subscription fees, and merchandise sales. Advertising is the largest source of revenue, accounting for about 60% of the total. Subscription fees account for about 30%, and merchandise sales account for about 10%.

Television advertising is a powerful tool for reaching a large audience. It is used by a wide variety of businesses and organizations to promote their products and services. The industry's revenue from advertising is growing rapidly, and it is expected to continue to do so in the future.

The Ideal Television Actor: Both producers, directors and performers agree that a good background in summer stock, a dabbling of theatrical and film work are prime requisites for the TV novice. Many actors have all the qualifications, but the "star" system restricts their chances for advancement.

ROSS REPORTS CAMPAIGN: Recently Ross Reports completed an experimental survey whereby we attempted to weigh the value to TV of creating its own stars. We found that the TV public outside of New York considers the video actor a star. They are interested in their work, their lives and backgrounds. As part of the project we serviced biographies and items about a representative group of TV performers to video editors of newspapers and regional magazines. The reaction from these publications was most encouraging and convinced us that we were on the right track.

Because these actors are free-lance, neither the networks, agencies or independent producers were in a position to do a promotional build-up on their various TV chores. This left the out-of-town periodicals hungry for information about frequently appearing performers. Some of the magazines instituted special sections on Who's Who in the Cast, based on material we sent them. The periodicals found they could fill a back-log of requests that previously had gone unanswered.

We instituted a weekly report, which was distributed free of charge, to producers, directors, casting agents--not only in television but in motion picture and theatrical circles. What we attempted to do was to point up the interesting performances turned in by what we considered purely television performers. In using a representative group, we were able to prove our point--that TV performers can handle a diversity of roles with the greatest of competence.

In spot-checking this with some of the members of our mailing list we found that the motion picture companies had picked out a few film candidates by following our tips. Similarly, TV programming people were given an insight into the types of parts that actors were playing on other shows. In that way, they could apply the information to their own casting problems.

DETERRENTS TO BUILDING UP STARS FOR TV: Except for Mary Sinclair and Maria Riva, there are no planned build-ups expected by the other networks. How successful these pioneering efforts will be, only the future will tell. However, there are a number of possible stumbling blocks. First, can an actress carry the back-breaking schedule that frequent appearances would require without burning herself out? Second, will the public tire of her if they see her too often? Third, even if they do see her often, can they personalize their liking, considering the huge quota of dramatic fare that is served up to them each week. In sharp contrast a filmgoer sees one or two movies a week and has no trouble personalizing his likes and dislikes. Those who avoid the fate of being lost in the shuffle are actors who can make scheduled appearances in a particular series (examples: William Gargan in Martin Kane, John McQuade as Charlie Wild, Joel McCrea in a contemplated cowboy film series.)

THE SOLUTION: Except for running parts, which are rare, the TV actor can only reach a form of stability by being able to tie in on a contractual basis with either an agency or a network. Give him a solid role once a month, pay him a high enough fee so that he can afford to concentrate on a single role rather than deplete his worth by being seen too often or not enough.

Second, the networks ought to provide casting directors who will keep up with activities in summer stock and Equity Library shows so that talented newcomers have a reasonably good chance of discovery.

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A discussion of value with the President of Rockefeller.

representative group, we were able to prove our point - that if governments can handle

transferred to it that we considered purely technical problems. In which a

and theoretical studies. What we attempted to do was to bring up the important

processes, divisions, testing agents - not only as information but as action by them.

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It is interesting to note that the only other person who has been identified as having been in the vicinity of the scene of the crime is a man who was seen walking away from the scene of the crime at the time of the shooting. This man was seen walking away from the scene of the crime at the time of the shooting. This man was seen walking away from the scene of the crime at the time of the shooting.

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Third, producers must convince sponsors that acting experience rather than "name" value is the most important factor in the success of their dramatic productions. Pruning a show to pay a high salary to one star makes for an inferior presentation and pulls down the overall level of TV's achievements.

As to the actor's chances of achieving stardom in the new medium--a Shirley Booth in the theater and a Thelma Ritter in the movies have crashed through after years of playing supporting roles. Meantime, TV has produced a group of stand-out actors with many having the requisites for reaching the top--if given the chance and the proper handling. Such players include:

ACTRESSES

Betty Caulfield
Sandra Deel
Pat Englund
Jean Gillespie
Grace Kelly
Cloris Leachman
Felicia Montealegre
Neva Patterson
Mary Patton
Maria Riva
Polly Rowles
Mary Sinclair
Patricia Wheel

ACTORS

Wesley Addy
John Baragrey
Donald Curtis
Stephen Elliott
Dean Harens
Dennis Harrison
Charlton Heston
Richard Kiley
John McQuade
John Newland
Leslie Nielsen
E. G. Marshall
Vaughn Taylor

Third, programs and countries appear to have experienced rather the "same" rate of the most important factor in the decline of their growth rate. Fourth, growth is not a high priority for all states for as indicated by the correlation with the overall level of 1979 development.

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Ross Reports

ON TELEVISION PROGRAMMING

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NEWS ED: David B. Graham
TALENT : Gordon Leigh

VOL. 3 NO. 7
SUPPLEMENT B

AUGUST 26-SEPT 1 '51

SCENIC, COSTUME DESIGN & CONSTRUCTION BOOMING!

NETWORKS SWAMPED, BUT MOVE TO RETAIN CONTROL IN FACE OF INDIVIDUAL CONTRACTORS

Current Credits, Costs, Techniques Listed

While the enlightened producer places strong emphasis on his acting & directing talent, he is fully cognizant of the vital behind-the-scenes role that set and costume designers play in the overall success of his enterprise. Recently, packagers and advertising agencies have sought to gain more control over design and facilities through contracting them out to private firms...the move apparently being based on a desire to both facilitate the work and to save on certain network charges.

Although restricted mostly to outside packages, the move has been made by such important shows as The Fred Waring Show, Your Hit Parade and The Ford Festival --each of which has given out its scenic, costume and prop package to outside contractors. Kaj Velden Studios is the most active in this field, but a number of smaller suppliers are also involved. (Networks - themselves swamped with work - have at varying times also jobbed out construction to individual contractors, with the result that a host of small firms have never before known such prosperity - or been so busy).

In addition, a number of shows such as Lux Video Theater, Your Show of Shows and The Comedy Hour employ outside designers under contract to the individual package house or the agency. They work hand in hand, however, with network personnel. NBC, for one, whips up all but six or seven of its approximately 150 shows. A recent edict will have the effect of refining this proportion further, for it requires all shows emanating from WNBC NY to be built and painted in NBC shops, whether the designer is on staff or a free-lance. The network believes it can do a top job at a less expensive figure than outside contractors.

Who's doing the designing? Although TV has absorbed a quantity of established stage design and costume design people, the field is large enough to have been able to already develop a number of responsible and remunerative positions for talented newcomers. Current credits - enumerated on later pages - point this up. Generally, these people break in as costume finders and scenic artists, respectively, & later emerge in a fuller capacity. "Name" designers are usually affiliated with the top budget programs, however.

CBS uses scenic & costume teams to work on particular shows. Production begins two weeks before telecasting with a conference between all creative people involved. Final blueprints are okayed the following week. Actual construction of sets takes about four days, and so the actors can work on the sets three days before the actual program. Costumes at CBS rarely require original design, and so the actual job involved is costume finding, with garments rarely needed until three days prior to air time. - continued on page 11 (budgets, scales, etc.) -

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(26) - CBS(Ch2) -- 5:30-6pm; DEBUT; Man of the Week; from WCBS-TV to the net; Sustaining; a new public affairs program produced by CBS News & Public Affairs Dept in cooperation with George Allen; Allen is permanent panelist, with guest panelists for first week being Clark Gifford, former special counsel to President Truman & former Sen Albert Hawkes of NJ; Prod - William R. Workman CBS; Dir - Lloyd Gross CBS; Vice Pres Barkley will be first guest "Man of the Week."

NBC(Ch4) -- 4-4:30pm; NEW TIME; Meet the Press; from WNBW Wash to 39 NBC sta plus 4 kine; Sponsor - Sat Eve Post thru BBD&O; Pkgr-Prod-Moderator - Martha Rountree; Co-Prod - Lawrence E. Spivak; was seen during summer same day 7:30-8pm.

5-5:30pm; RETURN; Gabby Hayes Show; from WNBT to 27 NBC sta plus 16 kine; Sponsor - Quaker Oats (Aunt Jemima, Quaker Puffed Wheat & Rice) thru Sherman & Marquette; Superv - Jules Bundgus S&M; Prod-Dir-Casting - Vincent J. Donehue NBC; Scripts - Jerome Coopersmith & Horton Foote; Dramatizations of American history, with Gabby Hayes acting as program host.

7:30-8pm; DEBUT; Young Mr. Bobbin; from WNBT to 27 NBC sta; Sponsor - General Foods(Jello) thru Y&R; Prod - Joseph Scibetta Y&R; Dir - Norman Tokar Y&R; Scripts - Norman Tokar & Ed Jurist; Set Designer - Ben Edwards; Anncr - Tex Antoine; Jackie Kelk stars as the young man of the title, Alexander Hawthorne Bobbin, an ambitious chap who is starting out in the business world; Nydia Westman and Jane Seymour are permanent fixtures as his maiden aunts.

8:30-9pm; LAST SHOW; TV Recital Hall; from WNBT to the net; Sustaining; Prod - Herbert Grossman NBC; Director - Kirk Browning NBC; Series featured top musical soloists in straight concert recital form. Ruggiero Ricci, young American violinist, appears on concluding program.

Mon(27) - CBS(Ch2) -- 7:45-8pm M,W,F; RETURN; Perry Como Show; from WCBS-TV to 15 CBS sta plus 29 kine; Sponsor - Chesterfield thru Cunningham & Walsh; Superv - John Clark, Bill Wall, Arthur Kling C&W; Prod - Lee Cooley C&W; Dir - Lloyd Gross CBS; Anncr - Dick Stark; musical variety show with Fontane Sisters, Mitchell Ayres' orchestra, Ray Charles Chorus, and top musical geuet stars.

8-8:30pm; RETURN; Lux Video Theater; from WCBS-TV to 25 CBS sta; Sponsor - Lever Bros(Lux) thru JWT; Prod - Calvin Kuhl JWT; Dir - Fielder Cooke & Richard Goode JWT alternate weekly; Set designer - William Craig Smith; Costumes - Julia Sze; Music conductor - Vladimir Selinsky; Anncr - Jay Jackson; series is dramatic program featuring big name stars.

DuM(Ch5) -- 8:30-9pm; DEBUT; The Gallery of Madame Liu-Tsong; from WABD to the net; Sustaining; Producer - Jerry Layton & DuMont; Dir - William Marceau DuM; Scripts - Ira Marion; new adventure series starring Anna May Wong in her TV debut; the stories will be set in various cities of the world.

NBC(Ch4) -- 3:30-4pm M,W,F; RETURN; Bert Parks Show; from WNBT to 39 sta; Sponsor - General Foods (Jello Products, Minute Rice, Swans Down Cake Flour & Devils Food Mix, Birds Eye Orange Juice) thru Y&R; Superv - Lee Strahorn Y&R; Pkgr - Louis G. Cowan; Prod-Dir - Sherman Marks at Cowan; Scripts - Berni Gould & Paul Harrison; Bert Parks, MC, appears thrice-weekly with Betty Ann Grove, singing comedienne, Bobby Sherwood, singing orchestra leader, The Heather-tones, girls singing quartet, and guest personalities; also comedy-audience partic.

MEMORANDUM FOR THE RECORD

On January 14, 1971, the following information was received from the [redacted] regarding the [redacted] of the [redacted] in the [redacted] area. The [redacted] is currently [redacted] and is expected to be [redacted] by the [redacted] on [redacted]. The [redacted] is currently [redacted] and is expected to be [redacted] by the [redacted] on [redacted].

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Mon(27) - NBC(Ch4) -- 7-7:30pm; RETURN; Kukla, Fran & Ollie; from WNBQ Chi to 24 NBC
sta plus 35 kine; Sponsors - Mon - RCA thru J. Walter Thompson;
Tue & Fri - Procter & Gamble(Fide, Camay & Drene) thru Benton & Bowles; Wed - Nat'l
Biscuit thru McCann-Erickson; Thu - Time Magazine thru Young & Rubicam; Producer -
Beulah Zachary; Director - Lewis Gomavitz; Designer - Joseph Lockwood; Music - Jack
Fascinato; Burr Tillstrom manipulates the puppets who carry on ad lib conversation
with very much alive Fran Allison.

Tue(28) - NBC(Ch4) -- 7:30-7:45pm T & Th; RETURN; The Little Show; from WNBT to 28
NBC sta plus 24 kine; Sponsor - Stokely-Van Camp thru Calkins
& Holden, etc; Superv-Prod - Lindsay MacHarrie C&H; Director - Alan Neuman NBC;
Scripts - Bernard Dougall; Casting - Byron McKinney C&H; Music - Mrs. Oscar Bradley
orch; John Conte stars on this intimate musical-variety series, with 3 Beau's and a
Peep & guests.

9-9:30pm; RETURN; Fireside Theater; from WNBT (on film) to 31
NBC sta plus 25 spots; Sponsor - Procter & Gamble(Duz, Ivory,
Crisco) thru Compton; Supervisor - Brewster Morgan, P&G Prod'ns, H'wood; Prod-Dir -
Frank Wisbar P&G H'wood; films made especially for this program; during summer hi-
atus, P&G sponsored live dramas produced and directed by Albert McCleery NBC(NY).

Thu(30) - ABC(Ch7) -- 10:30-10:45pm; RETURN; At Home Show; from WJZ-TV to 7 ABC sta
plus 7 kine; Sponsor - Masland Carpets thru Anderson & Cairns;
Superv - Vic Seydel A&C; Pkgr-Prod - Earl Wrightson & Jack Bertell; Director - Don
Medford ABC; Scripts - Fred Heider; Casting - Don Coplin at Bertell; Stars Earl
Wrightson, with Norman Paris Trio & guest girl singer; had been on WCBS-TV from
Sept 1949 to June 1951.

NBC(Ch4) -- 10-10:30pm; RETURN; Martin Kane, Private Eye; from WNBT to 38
NBC sta plus 25 kine; Sponsor - US Tobacco(Model, Tweed, Old
Briad) thru Kudner; Superv - Bunny Coughlin at Kudner; Prod-Dir - Frank Burns,
Kudner; Scripts - Don Sanford & Henry Kane; Casting - Mickey Alpert, Kudner; detec-
tive series returns for third year with Lloyd Nolan taking over title role; other
permanent cast includes Walter Kinsella and Nicholas Saunders.

Fri(31) - NBC(Ch4) -- 9-9:30pm; RETURN; Big Story; from WNBT to 18 NBC sta plus 24
kine; Sponsor - Amer Cigarette & Cigar(Pall Mall) thru SSC&B;
Superv - Tom Vieter SSC&B; Pkgr-Prod - Bernard J. Prockter; Dir - Charles Skinner at
Prockter; Narrator - Bob Sloane; Music Dir - Vladimir Selinsky; dramatizations of
authentic experiences of newspapermen on outstanding assignments, for which reporter
receives \$500. .

LAST WEEK'S NETWORK CHANGES

CBS - Buff & Mike; CHANGED TITLE; formerly known as "Two Sleepy People"; from
WCBS-TV(COLOR) to the net Mon thru Fri 10:30-11am; Sustaining.

Pantomime Quiz; LAST SHOW; Mon 8-8:30pm (KTTV H'wood on film) from WCBS-TV to
the net; Sponsor - Lever Bros(Lux) thru JWT; Pkgr-MC - Mike Stokey; permanent
team comprising of Jackie Coogan, Vincent Price, Adele Jergens and Hans Conried,
competed at charades with visiting guest teams; was 8 week summer replacement for
"Lux Video Theater."

NBC - How Does Your Garden Grow; LAST SHOW; Sun 5-5:30pm; from WNBQ Chi to the net;
Sustaining; John Ott, lecturer & gardener, used films, live demonstrations
for information on planting, growing, etc. for amateur horticulturists.

LAST WEEK(Continued)

NBC - Freddy Martin Show; DEPARTED; Thur 10-10:30; from WNBT to the net; Sponsor - Hazel Bishop Cosmetics thru Raymond Spector; Pkgr - Freddy Martin thru MCA; Prod-Dir - Perry Lafferty; musical show with Freddy Martin orch, Murray Arnold, pianist, Merv Griffin, singer; was 7 week replacement for "Martin Kane, Private Eye".

NETWORK FUTURES
(Newly announced)

Sept 3 - CBS - The Egg & I; Mon thru Fri 12noon-12:15pm; from WCBS-TV to the net; Sustaining; Producer - Montgomery Ford CBS; Director - Jack Gage CBS; Scripts - Manya Starr & Robert Soderberg; Settings - Leo Kerz; Pat Kirkland will have the leading role of the young wife who turns to chicken farming in new serial based on Betty MacDonald's best-seller; Doris Rich and Frank Twedell will play Ma & Pa Kettle respectively.

Search for Tomorrow; Mon thru Fri 12:30-12:45pm; from WCBS-TV to 44 sta; Sponsor - Procter & Gamble(Joy, Spic & Span) thru Biow; Superv - John Taylor at Biow; Prod-Dir - Charles Irving; Scripts - Agnes Eckhardt; Permanent cast includes Mary Stuart and Lynn Loring.

News at Noon; Mon thru Fri 12:15-12:30pm; from WCBS-TV to the net; Sustaining; Prod-Dir - Ted Marvel CBS-TV Network News & Public Affairs Department; Dorothy Doan and John Schafer will be newscasters, emphasizing feminine aspects of world events for three weeks beginning this date.

Sept 4 - ALL NETWORKS - FIRST TRANSCONTINENTAL TELEVISION PROGRAM; Speech by Pres. Harry S. Truman; 10:30pm via microwave from San Francisco to 93 stations on cable; the address from the War Memorial Opera House will highlight the opening of the Japanese Peace Conference.

Sept 8 - NBC - All Star Revue; Sat 8-9pm from WNBT to the net; Sponsor - Participations (Kellogg for Variety Pack, Pep, Shredded Wheat, Raisin Bran, thru Kenyon & Eckhardt; Pet Milk thru Erwin, Wasey; Snow Crop thru Maxon); Supervisor - Pete Barnum NBC; Scheduled for first program are Jimmy Durante, Ed Wynn, Danny Thomas, Jack Carson, Ezio Pinza, Olsen and Johnson, Ben Blue and Herb Shriner.

Sept 18 - CBS - Crime Syndicated; DEBUT; Tue 9-9:30pm; from WCBS-TV to the net; Sponsor - Schick Electric Razors thru Kudner; a new program, exposing by dramatic sketches, how organized crime functions in the US; Rudolph Halley will be narrator of the program especially tailored for him; this series will be on instead of the previously announced "Gangbusters" which was scheduled to debut on Sept 4).

Indef - NBC - The Goldbergs; NBC has signed Mrs. Gertrude Berg, originator and star of the program, to an exclusive, long-term contract; Pkgr - Ted Ashley.

Rudy Vallee Show; DEBUT; Mon thru Fri 11am-12noon; Sustaining; from WNBT to the net; new program comprised of comedy acts, dramatic segments, music, dancing and human interest features.

SPONSOR ACTIVITY

ABC - Jene Sales Corp for Jene Home Permanent, thru Sherwin Robert Rodgers Agcy, Chi will sponsor a half-hour program on alternate weeks effective September 27; details of program, to be seen Thursday 10-10:30pm, will be announced shortly.

Singer Sewing Machine, thru Young & Rubicam, picked up quarter-hour segment of Kate Smith daytime show, Mon thru Fri 4-5pm, formerly sponsored by Tintair; debut Sept 10

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1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 26

1. The purpose of this study is to determine the effect of the use of the word "and" in the title of a research paper on the number of citations it receives. The study will be conducted using a sample of 100 research papers from the field of psychology. The papers will be divided into two groups: one group will have the word "and" in the title, and the other group will not have the word "and" in the title. The number of citations for each paper will be counted, and the results will be compared between the two groups. The study will be conducted using a randomized controlled design, and the results will be reported in a research paper.

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VOLUME 1

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NYC LOCAL ACTIVITY

WCBS-TV - Ballots for Beauty; series of 13 five-minute film vignettes introducing six finalists for the title of "Miss Rheingold 1952"; schedule: 6:25-6:30 pm Aug 22, 28, Sept 3, 13, 21; 11-11:05pm Aug 25, Sept 8, 22; 11:10-11:15pm Aug 30, Sept 7, 20; 11:15-11:20pm Sept 9, 23; Sponsor - Rheingold Beer thru Foote, Cone & Belding.

Sports of the Night; DEBUT Sept 3; Mon thru Fri; 11:25-11:30pm Mon, 11:10-11:15pm Tue-Fri; Sponsor - Wildroot (Cream Oil Hair Tonic & Liquid Cream Shampoo) thru BBD&O; Director - Frank Harms CBS; Jim McKay stars as sportscaster, with a roundup of results of sports events of the previous 24 hours, using photographs, standings, graphs, etc, and a sports world human interest story.

WJZ-TV - Ballots for Beauty; STARTING Aug 20 & other dates, will show series; see listing above under WCBS-TV.

Candid Camera; RETURNS Aug 27; M, W, F 7:15-7:30pm (on film); Sponsor - Ruppert Beer thru Biow; Producer-MC - Allen Funt, who converses with people unaware they are being photographed.

WOR-TV - Bob Bale Show; DEBUTS Aug 29 instead of one week earlier as scheduled; Pkgr-Producer - Philbin-Bergmann Prod'ns.

Johnny Farrell's Golf Club changes from Mon 8-8:15pm to Fri 8:30-8:45pm; effective August 31st; effective Aug 27 Stop Everything changes to Mon 8-8:30pm & The Tiny Fairbanks Show changes to Mon 8:30-8:45pm; effective Sept 6 Wildlife Unlimited changes to Thu 8:30-8:45pm.

(As a result of WOR-TV's power increase from 9 to 22 kilowatts effective August 3, Channel 9's signal is reaching an additional area of approximately 350 miles in circumference, adding a potential million viewers to its audience.)

WPIX - All Star Variety Benefit for United Cerebral Palsy; Tue, Sept 4, 10-11pm; Prod-Dir - Alex Leftwich; Musical Dir - Ray Bloch; Edith Craig will produce for United Cerebral Palsy.

HOLLYWOOD LOCAL ACTIVITY

(Full coverage from Hollywood begins in September)

CBS-TV HOLLYWOOD - Charles L. Glett has been named Vice President in charge of Hollywood network services for both television and radio, overseeing general business and operational functions and working along with Harry Ackerman, VP in charge of Programs, Hollywood. Glett was formerly VP in charge of television for the Don Lee network. Wilbur Edwards has been named General Manager of KTSL the CBS-TV outlet in Hollywood, while William D. Shaw, at present Eastern Sales Manager for Radio Sales, has been named General Manager for KNX, the AM outlet, and the Columbia Pacific Network. Edwin Buckalew has been named as Shaw's assistant. Robert Meyer ~~was~~ named Director of Press Information for the CBS-TV Division (Hwood).

KFI-TV to become KHJ-TV - Within two or three weeks, the newly-acquired Don Lee TV outlet in Los Angeles (from Earle C. Anthony for \$2½ million) will change its call letters to match those of its AM sister station...thereby becoming KHJ-TV. George Whitney becomes VP in charge of sales, and other KFI-TV personnel will be screened for positions by Willet Brown, president of Don Lee in Hollywood.

HOLLYWOOD information will be furnished by our newly-established office at 6087 Sunset Boulevard, Hollywood 28.....Hillside 1100. Press announcement of personnel will be made in New York City next week. Coverage starts in September.

PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		
<u>FRIDAY AUGUST 24</u>		
<u>The Clock</u>	NBC 8:30	<u>Affliction</u> - by Harry W. Junkin, adapt by A.J. Russell; with Jeffrey Lynn, Rita Lynn, Jan Owen, Eda Heineman, Shirley Blanc, Nina Hansen, Betty O'Leary, Herbert Holcombe, Dick Brewster
<u>Door With No Name</u>	NBC 9pm	Luis Van Rooten, Arlene Walker, Thomas Nello, Allen Joseph, Charles Mayer, Nicholas Alemanne
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>The Woman At Land's End</u> - by Wilbur Daniel Steele, adapt by Mel Goldberg; with Haila Stoddard, William Harrigan, Douglas Watson, Robert Lieb

**NOTE: Add to guest lists -Robert Lowery, Hands Of Destiny DuM 9pm; Gracie Barrie, Cavalcade Of Stars DuM 10pm.

****Other shows on this date were listed in last week's issue.

SATURDAY AUGUST 25

<u>Assignment: Manhunt</u>	NBC 10:30	<u>Delayed Verdict</u> - by Allan Vaughan Elston, adapt by David Swift; with Paul Langton, Roger De Koven, Timothy Kearse, Harry Worth, Herbert Nelson, Lou Gilbert, Rod Steiger, Gil Donaldson, Martin Greene, Charles Aidman, Betty Sinclair
<u>Big Top</u>	CBS 12N	Nora Tooney & Co(comic aerialists), Dave Vanfield (comic juggler)
<u>Faye Emerson</u>	CBS 9pm	<u>Summer In The Country</u> with Dave Garroway subbing for Faye Emerson; with Cliff Norton(C), Burl Ives
<u>Patricia Bowman</u>	CBS 6:45	Peggy Lee subs for Bowman; George Hall(C), The Pastels(vocal quartet)
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : Leon Destine & Gean Reamon(African dancers), Milton Roland(ventriloquist), David Atkinson(bari-tone); <u>Robert's Cue</u> : Peggy & Michael Arnaud(ballet team); <u>Buyers</u> : Dorothy Waring(film producer), Arkie Yavenson(Hotel Meurice), Frank Pandolfi(Hartford Conn. operatic producer)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Singers</u> : Rosemary Clooney, Mel Torme; <u>Judges</u> : Dorothy Fields, Benny Davis, Morey Amsterdam

SUNDAY AUGUST 26

<u>Author Meets Critics</u>	NBC 11pm	<u>Washington Confidential</u> - by Jack Lait & Lee Mortimer; George H. Combs(for), Ned Brooks(against)
<u>Celebrity Time</u>	CBS 10pm	Rose Marie, Johnny Mercer
<u>Gabby Hayes</u>	NBC 5pm	Robert Simon, Michael Strong, Malcom Keene, Irving Winter
<u>Go Lucky</u>	CBS 7:30	Johnny Johnston, Nancy Chaffee

Guest	Time	Notes
13 - 14:00	13 - 14:00	13 - 14:00
15 - 16:00	15 - 16:00	15 - 16:00
17 - 18:00	17 - 18:00	17 - 18:00
19 - 20:00	19 - 20:00	19 - 20:00
21 - 22:00	21 - 22:00	21 - 22:00
23 - 24:00	23 - 24:00	23 - 24:00
25 - 26:00	25 - 26:00	25 - 26:00
27 - 28:00	27 - 28:00	27 - 28:00
29 - 30:00	29 - 30:00	29 - 30:00
31 - 32:00	31 - 32:00	31 - 32:00
33 - 34:00	33 - 34:00	33 - 34:00
35 - 36:00	35 - 36:00	35 - 36:00
37 - 38:00	37 - 38:00	37 - 38:00
39 - 40:00	39 - 40:00	39 - 40:00
41 - 42:00	41 - 42:00	41 - 42:00
43 - 44:00	43 - 44:00	43 - 44:00
45 - 46:00	45 - 46:00	45 - 46:00
47 - 48:00	47 - 48:00	47 - 48:00
49 - 50:00	49 - 50:00	49 - 50:00
51 - 52:00	51 - 52:00	51 - 52:00
53 - 54:00	53 - 54:00	53 - 54:00
55 - 56:00	55 - 56:00	55 - 56:00
57 - 58:00	57 - 58:00	57 - 58:00
59 - 60:00	59 - 60:00	59 - 60:00
61 - 62:00	61 - 62:00	61 - 62:00
63 - 64:00	63 - 64:00	63 - 64:00
65 - 66:00	65 - 66:00	65 - 66:00
67 - 68:00	67 - 68:00	67 - 68:00
69 - 70:00	69 - 70:00	69 - 70:00
71 - 72:00	71 - 72:00	71 - 72:00
73 - 74:00	73 - 74:00	73 - 74:00
75 - 76:00	75 - 76:00	75 - 76:00
77 - 78:00	77 - 78:00	77 - 78:00
79 - 80:00	79 - 80:00	79 - 80:00
81 - 82:00	81 - 82:00	81 - 82:00
83 - 84:00	83 - 84:00	83 - 84:00
85 - 86:00	85 - 86:00	85 - 86:00
87 - 88:00	87 - 88:00	87 - 88:00
89 - 90:00	89 - 90:00	89 - 90:00
91 - 92:00	91 - 92:00	91 - 92:00
93 - 94:00	93 - 94:00	93 - 94:00
95 - 96:00	95 - 96:00	95 - 96:00
97 - 98:00	97 - 98:00	97 - 98:00
99 - 100:00	99 - 100:00	99 - 100:00

SUNDAY AUGUST 26(Continued)

<u>G.E. Guest House</u>	CBS 9pm	<u>Performers:</u> Ethel Waters, Lanny Ross, Bill Callahan, Kirkwood & Goodman, Martin & Florenz(puppeteers); <u>Panel:</u> William Gaxton, Paula Stone, Jack Gaver, Max Gordon, Joe Laurie Jr.
<u>Leave It....Girls</u>	NBC 7pm	Melville Cooper, Florence Pritchett, Eva Marie Saint, Binnie Barnes, Eloise McElhone
<u>Meet The Press</u>	NBC 4pm	Sen. Leverett Saltonstall, guest; Fletcher Knebel (Look mag.), Yates McDaniel(A-P), John Henry (Washington Star)
<u>Music In Velvet</u>	ABC 7:30	Bill Snary(S), Paula Wray(S), Russ Crandall(harpist)
<u>Nose For News</u>	WOR 7:45	Ira Rosenberg(NY Herald Tribune staff photographer)
<u>Philco Playhouse</u>	NBC 9pm	<u>Night At The Vulcan</u> - by Ngaio Marsh, adapt by Thomas Phipps; with William Prince, Jerome Cowan, Polly Rowles, Bruce Gordon, Pat Preslin, Mercer McLeod
<u>Plainclothesman</u>	DuM 9:30	<u>The Fine Art Of Homicide</u> - by John H. McCain; with John Shay, Virginia Lord, Mike Brown, Nikki Green, Bob Condon, Francisco Salvacion, William Mendrick
<u>Rocky King</u>	DuM 9pm	<u>No Soap</u> - by Lawrence Lariar; with Elaine Stritch, Lorence Kerr, Al Granary, Dennis Cross
<u>Star Of The Family</u>	CBS 6:30	Juanita Hall, Joey Adams, Bud & Cece Robinson(D)
<u>Ted Mack Family Hour</u>	ABC 6pm	Bert Lytell subs for Mack thru Sept 9
<u>Toast Of The Town</u>	CBS 8pm	Robert Alda subs for Sullivan; Isabel Bigley, Bobby Sargent(C), Eddie Mayehoff, The Christianis(acro), DeLage & Shirley(magic act)
<u>Trapped</u>	WOR 10pm	<u>Reaching Up</u> - a monodrama starring John Carradine
<u>TV Recital Hall</u>	NBC 8:30	Ruggiero Ricci
<u>What's My Line</u>	CBS 10:30	Joan Alexander subs for Arlene Francis

MONDAY AUGUST 27

<u>Arthur Murray</u>	NBC 10pm	David Street & Mary Beth Hughes, Bert Wheeler, Herkie Styles
<u>Cameo Theater</u>	NBC 8pm	<u>Heart's Choice</u> - by Raphael Hayes; with Tod Andrews, Miriam Goldina, Beverly Whitney, Connie Ford, Vinton Hayworth
<u>Gallery...Liu-Tsong</u>	DuM 8:30	<u>The Egyptian Idols</u> - by Ira Marion; with Cliff Carpenter, Jean Pearson, John Stanley, Ralph Stantley, Winifred Cushing
<u>Garry Moore</u>	CBS 1:30	Sharkey the Seal
<u>H'wood Screen Test</u>	ABC 7:30	Hurd Hatfield, guest; Barbara Baxley, Ralph Stantley
<u>Mike And Buff(color)</u>	CBS 10:30am	Margaret Bourke-White

MONDAY AUGUST 27(Continued)

<u>Lights Out</u>	NBC 9pm	<u>Mrs. Manifold</u> - by Stephen Grendon, adapt by Charles Sinclair; with Leslie Neilsen, Adelaide Klein, Pat O Malley, Greg Robbins, Gwilyn Williams
<u>Not For Publication</u>	DuM 7:45	<u>Homework</u> - by Don Sheldon; with Christopher Kane, Cyrilla Dorn, Jackie Scholle
<u>Somerset Maugham</u>	NBC 9:30	<u>A Woman Of Fifty</u> - adapt by Russell Beggs; with Sylvia Field, Jack Lemmon, Cynthia Lemmon, James Van Dyk, Winifred Cushing, Jim Davidson, Billy James
<u>Lux Theater</u>	CBS 8pm	<u>The Pacing Goose</u> - by Jessamyn West, adapt by Eleanore Lenz; with Celeste Holm, Tom Coley, Parker Fennelly, Gene Steiner, Roland Wood, Tom McElhaney, Klock Ryder, Gage Clarke, Donald Keyes
<u>Steve Allen</u>	CBS 12N	Johnny Crawford(S), The Murphy Sisters(S-D)
<u>Voice Of Firestone</u>	NBC 8:30	Jerome Hines
<u>Westinghouse Theater</u>	CBS 10pm	<u>Summer Had Better Be Good</u> - by Ruth McKenney, adapt by Alvin Sapinsley; with William Eythe, Katherine Berd, Viola Frayne, Richard MacMurray, Harold McGee, Pearl Ford, Will Lee

TUESDAY AUGUST 28

<u>Armstrong Theater</u>	NBC 9:30	<u>Johnny Pickup</u> - by Doris Halman; with Arthur Keegan, Anne Jackson, Douglas Rutherford, Esther Minciotti
<u>Cavalcade Of Bands</u>	DuM 9pm	Tex Beneke & Orch, Joey Adams, Jo Sullivan, Jack & Marilyn Nagle(D)
<u>Danger</u>	CBS 10pm	<u>The Madman Of Midville</u> - by Georges Simenon, adapt by Paul Bauman; with Walter Slezak, Robert Carroll, Lee Grant, John Morley, James O'Rear, Joseph Sweeney, Julian Noa, Dehl Berti
<u>Fireside Thtr(film)</u>	NBC 9pm	<u>Comes The Day</u> - by Brenda Weisberg; with Tom Powers, Sheila Bromley, Eve McVeagh, Bigelow Sayre, Peggy Walker, Paul Maxey
<u>Garry Moore</u>	CBS 1:30	Burl Ives, Morgan(TV basset hound)
<u>Life Begins At 80</u>	ABC 9:30	Barry Gray subs for Jack Barry
<u>Little Show</u>	NBC 7:30	Fisher & Curt(ballet team)
<u>Meet The Press</u>	NBC 8pm	Sen. Brien McMahon, guest; Ruth Montgomery(NY News), James Reston(NY Times), James Warner(NY Herald Trib),
<u>Mr & Mrs Mystery</u>	WOR 8pm	<u>The Case Of The Leichtenstein Excursion</u> - with Robert Middleton, Eva Sterne
<u>Nick Kenny</u>	NBC 11pm	Joe Santley, Harvey Stone, Caroline Burke
<u>Steve Allen</u>	CBS 12N	Wendell Corey, Rosalie Allen(S), Lewis & Van(D)
<u>Stork Club</u>	CBS 7:45	Adm. L.P. Lovette, Miss Veterans Of Foreign Wars

TUESDAY AUGUST 28(Continued)

Suspense CBS 9:30 This Is Your Confession - Part II - by Kenneth Walsh; with Sidney Blackmer, Eva Gabor, Robert H. Harris, Rex O'Malley, Harold Stone, Robert Allen, Phil Schuyler

WEDNESDAY AUGUST 29

Garry Moore CBS 1:30 Kirkwood & Goodman

Godfrey & Friends CBS 8pm Beatrice Kaye, Jack Gilford

Kraft Theater NBC 9pm Ashes In The Wind - by Mac Shoub; with Emily Lawrence, Herbert Rudley, Dorothy Sands, Jack Arthur, Jack Ewing, George Hill, Geraldine Wall, Mary James, Hildy Parks

Shadow Of A Cloak DuM 9:30 Consignment To Oblivion - by Jerry McGill; with William Kemp, Boris Aplon, Sally Gracie, Glen Gordon, Joseph Boland, Jason Johnson, Maurice Shrog

Steve Allen CBS 12N Lily Ann Carroll(S), Mon & Buzzy(ventriloquist act)

The Web CBS 9:30 Too Late To Run - by Walter C. Brown, adapt by Robert Wallsten; with Judy Parrish, Russell Hardie, Charles Mendick, Richard Camp, Herbert Nelson

THURSDAY AUGUST 30

At Home ABC 10:30 Kyle McDonnell

Big Town CBS 9:30 Off-Beat - by Henry Myers & Charles Robinson; with Boris Marshalov, Louis Sorin, LeRoi Operti, Lea Penman

Crime Photographer CBS 10:30 The Road Back To Prison - by Alvin Sapinsley; with Paul Langton, Lois Wheeler, Jack Hartley, Archie Smith, Don MacDonald, Floyd Ennis, Robert Lieb

Ford Festival NBC 9pm Sarah Churchill, The Amazing Mr. Ballantine(magician)

Garry Moore CBS 1:30 Guy Kibbee

Little Show NBC 7:30 Sandra Deel

Martin Kane NBC 10pm Berry Kroeger, Nina Varela, Ronald Dawson, Jean Howell, John Moore, Mark Dawson, David Anderson

Racket Squad(film) CBS 10pm Perpetual Pellet - by Robert C. Dennis; with June Vincent, Jimmy Anderson, James Craven

Steve Allen CBS 12N Little Jackie Heller, The Haydens(D), Sons Of The Purple Sage(vocal group)

Stop The Music ABC 8pm Jane Morgan replaces Marion Morgan as regular singer

T-Men In Action NBC 8:30 The Case Of The 100-Headed Hydra - by Howard Rodman; with Donald Curtis, Robert H. Harris, Anita Grannis, Joe Silver, Somer Alberg, David Opatoshu

WEDNESDAY EVENING 23 (Continued)

8:30 PM - This is Your Country - Part II - by Lawrence
Walton with a new introduction, The Crown, Robert F.
Barker, Gus O'Sullivan, Joseph Brown, Robert Allen, Will Douglas

WEDNESDAY EVENING 23

8:00 PM - Elizabeth & Gordon
Elizabeth Taylor, Richard Widmark

7:30 PM - Seven Years in the Desert - by Rex Beach, with songs by
Robert Taylor, Dorothy Dandridge, Robert Montgomery, Jack Palance,
George E. Stone, William H. Miller, Mary Jane, Billy West

7:00 PM - Goodbye, Mr. Tompkins - by John Ford, with
William H. Miller, John Ford, John Ford, John Ford,
John Ford, John Ford, John Ford, John Ford

6:30 PM - My Darling Clementine - by John Ford, with
John Ford, John Ford, John Ford, John Ford, John Ford,
John Ford, John Ford, John Ford, John Ford

6:00 PM - The Last Days of Pompeii - by Robert
Taylor, Robert Taylor, Robert Taylor, Robert Taylor,
Robert Taylor, Robert Taylor, Robert Taylor, Robert Taylor

WEDNESDAY EVENING 23

5:30 PM - The Road Back to Reason - by John Ford, with
John Ford, John Ford, John Ford, John Ford, John Ford,
John Ford, John Ford, John Ford, John Ford

5:00 PM - The Road Back to Reason - by John Ford, with
John Ford, John Ford, John Ford, John Ford, John Ford,
John Ford, John Ford, John Ford, John Ford

4:30 PM - The Road Back to Reason - by John Ford, with
John Ford, John Ford, John Ford, John Ford, John Ford,
John Ford, John Ford, John Ford, John Ford

4:00 PM - The Road Back to Reason - by John Ford, with
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John Ford, John Ford, John Ford, John Ford

3:30 PM - The Road Back to Reason - by John Ford, with
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John Ford, John Ford, John Ford, John Ford

3:00 PM - The Road Back to Reason - by John Ford, with
John Ford, John Ford, John Ford, John Ford, John Ford,
John Ford, John Ford, John Ford, John Ford

2:30 PM - The Road Back to Reason - by John Ford, with
John Ford, John Ford, John Ford, John Ford, John Ford,
John Ford, John Ford, John Ford, John Ford

2:00 PM - The Road Back to Reason - by John Ford, with
John Ford, John Ford, John Ford, John Ford, John Ford,
John Ford, John Ford, John Ford, John Ford

<u>Big Story</u>	NBC 9pm	<u>The Story Of Reporter Ernie Hood</u> - adapt by Ernest Kinoy; with Nat Polan, Helen Donaldson, Harry Davis, Phil Sterling, James Coots, Leni Stengel, John Shay, Thomas Heaphy
<u>Eloise Salutes</u>	DuM 11pm	James MacDonald
<u>Front Page Det(film)</u>	DuM 9:30	<u>Shadow Over Hollywood</u> - with Aileen Pringle, Hal Gerard, Herbert Rawlinson, Gail Davis, Lee Phelps, Anita O'Brien
<u>Garry Moore</u>	CBS 1:30	Milbourne Christopher(magician)
<u>Hands Of Destiny</u>	DuM 9pm	<u>Fatal Accident</u> - by Neal Brant; with Lauren Gilbert, Mary Alice Moore, Guy Sorel, Calvin Thomas
<u>Man Against Crime</u>	CBS 8:30	Richard Shankland, James Nolan, Lou Polan, Jack Warden, Allan Hale Jr., Madeline Sherwood, George Douth
<u>Steve Allen</u>	CBS 12N	Phil Regan, Hal Fayers(juggler), The Paulette Sisters(S)
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>The Last Man On Earth</u> - by Frederick Brown; with John McQuade, Cloris Leachman, Julius Bing, Billy Bletcher, Billy Kay, Jesse Simberg, Victor Thorley, Peter Dane
<u>You Asked..It(kine)</u>	DuM 8:30	Abdul(Indian fakir), Captain Sol Griggars(sub-machine gun demonstration), Frank Foster(comedy diving), John Riley(high diving), Mr. & Mrs. Charles D. Smith & cat Old Tom

****NOTE:** Add to The Web CBS 9:30, Wednesday August 29 -- Herbert Ratner, Carlotta Sherwood, Tom Gorman, Frank Watson, James Holland, Victor Thorley

XX

INNOVATIONS SCHEDULED

Starting with September issues, weekly reports will carry only talent appearances on network shows, and a few local NYC & Hollywood programs.....Hollywood-originated network shows will be covered both as to production and sponsor credits and talent. Our Talent Locator page will record both Hollywood & New York information as well.

DATA MAPS & CHARTS AVAILABLE - Reprints of our unique distribution map and data chart are available at a nominal fee. Interested subscribers should contact Ross Reports for quantity orders. The chart will be revised periodically. Suggestions for other columns to be included will be welcomed.

ADVERTISING IN OUR MONTHLY REPORTS - More than 20 pages of advertising have been sold for our report on TV Film to be published next week. Advertisers include at least one network and numerous producers and services... Henceforth all our monthly reports will be open to advertising on fine, coated stock inserts. Nominal contract rates are available.

DIRECTORY ISSUE will follow FIIM REPORT - Monthly report for September will be a revised, greatly-expanded Directory Issue to all NYC & Hwood personnel at networks, stations, advertising agencies, talent agencies, research firms, publicity outlets, etc. Information is welcomed.

10-011

[illegible]

1. WILLIAMS - Reports of our badge identification may not have been
made available as a standard fee. Increased number of
reports for badge identification. The report will be revised to include
more information on the subject will be reviewed.

SECRET - This report is to be classified "Secret" and is to be controlled on the same basis as the report on the same subject.

1. The following information was obtained from the records of the Department of the Interior, Bureau of Land Management, regarding the land owned by the United States in the State of California:

IN TOWN - POSSIBLE GUEST SHOTS

TONI ARDEN vocalist in NY for Paramount
 date - PRESS: Buddy Basch
 MU 7-8351
LORD BUCKLEY comic avail TV - AGT: George
 Greif PL 7-3793
CHAMP BUTLER singer - AGT: William Morris
 JU 6-5100
JACK CARSON from England mid Sept - AGT:
 MCA PL 9-7500
DANE CLARK in from coast - PRESS: Ursula
 Halloran EL 5-5000
KING COLE TRIO in NYC Sept 28, 1 day only
 AGT: General Artists Corp
 CI 7-7550
PERRY COMO - AGT: Tom Rockwell, General
 Artists CI 7-7550
RALPH CURTIS singer current Riviera - PERS
 MGR: Ethel Burns EN 2-7700
KATHERINE CORNELL & co. from Central City
 early Sept
JIMMY DURANTE in NY early Sept - PRESS:
 Charles Dreyfus PL 3-6971
NANNETTE FABRAY from coast - PRESS: Dave
 Tebet CI 7-5282
JOSE FERRER - CONTACT: David Lipsky
 CH 4-5185
WALTER FLORELL designer avail radio, TV
 intvw - PRESS: Emmett Davis
 Rasponi Assoc TE 8-8171
EDDIE FOY JR. in NYC from coast - AGT:
 Jules Ziegler MU 2-2080
LILLIAN GISH from coast Sept 10 - AGT:
 Jack Lawrence JU 2-3885
CONNIE HAINES in NYC Oct 1 - AGT: General
 Artists CI 7-7550
TOM HELMORE - AGT: Robert Mayberry, Lee
 Wallace, Affil Artists PL 3-1862
WOODY HERMAN from coast mid Sept - AGT:
 Howard Sinnott, GAC CI 7-7550
JEROME HINES Met opera basso - AGT: Natl
 Concert Artists Corp
 PL 9-6000
LENA HORNE in NYC early Sept for Riviera
 date - AGT: MCA PL 9-7500
LARRY CHELSEI Fred Waring soloist in from
 coast - AGT: Jules Ziegler
 MU 2-2080
RICHARD KILEY legit-film actor - AGT:
 Stephen Draper JU 6-4180
LEO FUCHS in NYC from summer dates - AGT:
 Jules Ziegler MU 2-2080
FRANKIE LAINE in NYC this week - AGT:
 General Artists CI 7-7550
LARRY LAWRENCE singer avail TV - AGT:
 George Greif PL 7-3793
CLORIS LEACHMAN legit-TV actress - AGT:
 Priscilla Morgan, Liebling-
 Wood VA 6-3714
PEGGY LEE - AGT: GAC CI 7-7550
MRS. AMERICA (Betty Eileen McAllister) from
 Detroit Sept 6, avail top shows only;
FINALISTS Mrs. America 1952 Contest avail
 radio, TV Sept 2-7 - CONTACT: Sol
 Abrams WI 7-9715
MILLS BROTHERS now in NYC, avail TV - AGT:
 Tom Rockwell, GAC CI 7-7550
ROBERT NEWTON in NYC for "David Copper-
 field" promotion - AGT: Jack
 Lawrence JU 2-3885
LLOYD NOLAN in from coast for new "Martin
 Kane" series - PRESS: Ursula
 Halloran EL 5-5000
TWO-TON TESSIE O'SHEA from England this
 week for Olsen & Johnson TV rehearsals
 PRESS: Charles Dreyfus PL 3-6971
DICK PAGE recording star in from Chicago
 AGT: Jules Ziegler MU 2-2080
LES PAUL & MARY FORD from Maine in two
 weeks - AGT: GAC CI 7-7550
MARJORIE REYNOLDS now in NYC - AGT: Jack
 Lawrence JU 2-3885
GINGER ROGERS from coast - AGT: MCA
 PL 9-7500
SYLVIA SIDNEY from Chicago early Sept -
 AGT: Olga Lee JU 6-4180
WALTER SLEZAK now in NYC, avail TV - AGT:
 Jack Lawrence JU 2-3885
APRIL STEVENS from Nevada mid Oct - AGT:
 Harry Anker, GAC CI 7-7550
DANNY THOMAS from coast mid Sept to resume
 TV work - AGT: William
 Morris JU 6-5100
MEL TORME - AGT: GAC CI 7-7550
EARL WILSON from Europe mid Sept - CON:
 Frank Cooper VA 6-5661
JULIE WILSON returned from Europe - AGT:
 Barron Polan PL 9-4727

A new weekly section. Producers, Distributors, & Sponsors of TV Film Programs and/or Film Spots are advised to report sales and purchases...as well as personnel changes, series in production, etc. We will supplement with our own information.

[illegible]

NAT'L SOCIETY OF TV PRODUCERS (Hwood) - has approved a scale of charges on title registration calling for payment of \$1 for the first six months, \$5 for the second six months, and \$25 for the third six months, with an affidavit of activity required after that period. Like the MPAA title registration bureau, protection for projects in preparation will be provided. Better classification of TV film production jobs, wage scales, labor relations and the like were discussed at a meeting of the society, which is headed by Louis Snader.

HOLLYWOOD GUILDS WANT CASH BONDS - Roy M. Brewer, head of the Hwood AFL Film Council, has announced that cash bonds will have to be posted by all television film producers who have no agreement with a sponsor or an established reputation in the industry, in order to prevent similar non-payment incidents to several which occurred in the past few weeks. Sufficient money to guarantee one week's pay will have to be put up before members of any guilds affiliated with the film council will be allowed to work.

OFFICIAL FILMS & FAIRBANKS SPLIT OPERATIONS - Although Official Films will continue to distribute Jerry Fairbanks film productions, the two firms have split into separate companies once again. Sid Rogell remains with Fairbanks in an expanded independent production setup, but both are off the Official board of directors. New Official president is William (Billy) Goodheart, succeeding Aaron Katz, who has been bought out by board chairman Isaac D. Levy.

CHERTOK & FAMOUS ARTISTS A NEW COMBINE - Jack Chertok, who produced the Lone Ranger television film series, and Charles K. Feldman of Famous Artists have announced that they will act together in a TV film production & distribution firm, which will make use of the top screen names (Hedy Lamarr & others) which Feldman represents. More details next week.

FILM SALES

175 REPUBLIC PIX SOLD TO KTTV (Hwood) - First major sale to TV (at a \$225,000 figure) was made by Republic Pictures last week. The 175 films acquired by KTTV for two beamings during the next year include no Roy Rogers or Gene Autry features, but do include Red Ryder, Johnny Mack Brown, Bob Steele, Don Barry, "Mesquiteers", 48 serials, and 26 features with vintage top names.

ABC-TV GETS 72 PINE-THOMAS FEATURES (Hwood) - \$200,000 is the reported price paid by ABC-TV & KECA-TV Hwood in a two-way deal for 72 Pine-Thomas, Monogram, Pathe & Carmel features. Ten of the total, released by Pine-Thomas since 1942 are for the network - priced at around \$150,000; while the remaining 62 (37 Mono, 14 Pathe, 11 Carmel) are for KECA-TV late evening local time. The ABC-TV network refers to the 5 owned & operated stations.

GENERAL FOODS TO RENEW HOPPY - Extended litigation in the Roy Rogers-Republic controversy, which prevents the cowboy from appearing either in old or new film until settled, has forced General Foods to stay with Hopalong Cassidy oldies for another 13 weeks to December. NBC-TV has exclusive rights to all TV activities of Rogers.

CAMELS TO PUT FILM IN FORMER BWAY OPEN HOUSE TIME - Unconfirmed report in Variety had the cigarette company buying three 11-12pm hours per week on WNBT, WNBW and WNBQ for film features supplied by TV Films, Inc. in NY (opposite CBS-TV's "Late Show").

[illegible]

FILM PACKAGES AVAILABLE - PLANNED - IN DISTRIBUTION - PRODUCTION

STERLING (NY) - has acquired general release for Cafe Continental series of musical quarter-hours produced by John Nasht at various European night spots. Was on NBC-TV for Conmar Zippers last year. Features Isobel Bigley... firm also has "H, Story of a Teen-Age Drug Addict" for pub service.

SNADER TELESCRIPTIIONS - has sold "Dick Tracy" to 52 stations. Produced by P.K. Palmer, who starts production on new films in September....Moon Mullins & Brenda Starr comic strips are also on Palmer-Snader calendar....Snader will play his 10 Korda A pictures as first run in theaters, giving TV stations an opportunity to cash in on exploitation by playing the features after completion of local theater play dates. Stations may not reveal the film showings until scheduled.

G-L ENTERPRISES (NY) - has appointed Preston Blair, former prod-dir for Walt Disney and MGM, to head its newly-created animation department.

ROLAND REED (Culver City) - shooting the first 3 of scheduled 39 "Mystery Theater" series for Sterling Drug; cast stars Tom Conway & Jim Burke. Producer is J. Donald Wilson; Dir - Eugene Ford; Assoc Prod - Guy Thayer Jr; Camera - Phil Pannura; Prodn Mgr - Dick L'Estrange; Film Edit - Roy Luby.

FRANK WISBAR PRODNS (Hwood) - has resumed production on "Fireside Theater" for P&G...
now shooting 7; assoc prod - Sidney Smith; Camera - Ben Kline.

COMMERCIALS PRODUCTION

NOTE: Young & Rubicam has created a new post - that of Vice President in charge of television and radio commercials - and given it to George Gribbin, former copy chief. The move follows hard upon the heels of Stan Lomas' appointment as VP for Commercials at the William Esty Agency.

Alexander Films (Colo) - 11 (60") & 9 (20") spots being completed for Union Pacific RR thru Caples; action films of the various services; LA & FA, LS & VO 2 (60") & 1 (20") completed for Haggard Slacks thru Trace Locke; local spots; cartoon slack with music followed by live "sell"; DR & VO.

3 (60") & 3 (20") nat'l spots for Stanback Headache Powders & Tablets thru Piedmont Agcy; SM & LA with DR & VO; people showing "the cure".

Sarra (NY) - 1 (20") nat'l spot in production for Sunoco Motor Oil thru H,O,B&M; FA with VO.

2 (60") & 2 (20") nat'l spots in prodn for French Pies thru JWT; FA, SM & LA with VO.

2 (60") nat'l spots in prodn for Gerber Baby Foods thru Federal; LA

Jam Handy (NY) - 8 (60" & 20") local spot & netw progr in prodn for GE appliances thru Y&R; LA & Tech Anima with LS, VO & M.

Continuous series of LA film edited weekly for Gulf Oil thru Y & R for We The People; LA with VO.

CODE: FA - Full anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action;
LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording

[illegible]

These two FILM pages are intended to report for the record rather than for news value.

$$f(x) = \frac{1}{2} \ln \left(\frac{1+x}{1-x} \right) = \frac{1}{2} \ln(1+x) - \frac{1}{2} \ln(1-x)$$
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1-210711-1
(U) - has associated Special Agent, James Earl Ray, who was arrested on 10/10/68, and is now in custody of the FBI.

[illegible]

1. The first "important" change in the structure of the economy is the shift from a predominantly agricultural economy to a predominantly industrial economy. This shift is the result of the process of industrialization, which began in the late 19th century and continued through the early 20th century. The process of industrialization was driven by a number of factors, including the invention of the steam engine, the development of the factory system, and the growth of the urban population. The result of this process was a dramatic increase in the production of goods and services, which led to a significant increase in the standard of living.

NOTED IN THE INDEX 1003

For (Members of the Wilson Task Force).

Other: The above follows from the facts of your case, developed by the
 legislation and public administration, and given it as General Grigoriy, former
 member of the Wilson Task Force.

[illegible]

ANALYST: J. H. HARRIS, JR. DATE: 10/10/50. METHOD: IR. COMMENTS: IR SPECTRUM OF THE SAMPLE IS IDENTICAL TO THAT OF THE REFERENCE. (10) 10/10/50

1. The first part of the document is a list of names and titles, including "The Hon. Mr. Justice G. D. Young, Chief Justice of the Supreme Court of the Province of Ontario" and "The Hon. Mr. Justice J. H. Macdonnell, Chief Justice of the Supreme Court of the Province of Quebec".

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Continued on page 10

[illegible]

30. 1977 10. 10. 1977

SCENIC, COSTUME DESIGN & CONSTRUCTION BOOOING (cont. from Pg 1)

The CBS scenery department under the direction of Jackson Green is centered at 418 E. 54th Street. Staff designers include: (no order)

Kathleen Ankers	Herbert Brodtkin	Manuel Essman	Wm Eckhart	Ben Wampler
Nelson Baumé	William Cecil	Randolph Gunter	Robert Markell	Jean Lee
Michael Boronoff	Thomas Durkin	Willard Levitas	Rich'd Rychtarik	Henry May
			Edward Mitchell	Lee Simonson

Outside designers who work through CBS include: Howard Bay, Wm Smith & Paul Sylbert.

The costume department, located at the same address, is headed by Julia Sze and includes Ann Eckert, William Griffin, Mary Merrill, Leslie Renfield, Wm Walstrom.

CBS, along with the other networks, tries to reuse and re-dress sets, and occupies a five-story warehouse on west 76th St (75,000 sq ft) for that purpose.

NBC OPERATION

In contrast to CBS, NBC performers do not work with sets until the day of their show. A "visualizer" works with the director previously in planning shots that will require a minimum amount of setting (to avoid constructing a whole room, where a segment only is required), and the visualizer's sketches are then transposed into floor plans & elevations, using wherever possible rear projection and cycs - to cut down production cost.

Simple lines guide most costuming efforts. NBC has set up a training group to establish fashion contact with manufacturers & stores which cater to TV performers. Costumers are somewhat close-mouthed about what is good and what isn't for TV - or else they're too busy running around digging up costumes to allow for much talk.

Supervisor of the scenery and costume departments for NBC-TV is M. Elwell, who is quartered with some of the construction shops and art departments in the RCA building. The costume department works from the Center Theater. Staff costumers:

Sal Anthony - Rose Bogdanoff - John Boxer - Jocelyn Cohen - John Derro - Paul Du Pont
Lou Eisele - 'Liz Gillelan - Don Lev - Forest Thayer - Michi Weglin - Robt Mackintosh

Outside costumers for NBC shows: Guy Charles, Albert Johnson, Frank Thompson and Ernest Schrapps at Brooks Costume Company.

Scenery department basically is located at the NBC Central Shop on west 56th Street. Outside designers connected with NBC shows include: Howard Bay, Stewart Chaney, Al Ostrander, Albert Johnson, Frederick Fox and S. Syrjala. Network staffers include:

Herb Andrews	Ted Cooper	H Hermanson	John R Lloyd	James Russell
Lee Aronsohn	Phil DeRosier	Tom Jewett	Robt Mackichan	Richard Senie
Carden Bailey	Ben Edwards	Carl Kent	Duane McKinney	Richard Sylbert
Paul Barnes	Lawr Eggleston	Jos Kirby	Wm Molyneux	Elmer Tag
Mabel Buell	Robt Gundlach	Larry Klein	Otis Riggs	Perry Watkins

Most sets are immediately returned to the shop for refurbishing, but shows like One Man's Family and others with continuing story lines are stored at their studio.

ABC-TV

All designers work out of the ABC TV Center at 7 W. 66th St. Mme. André is supervisor of all costumes, working out of the Eaves Costume House. Scenic Designers include:

Robt Bright - Willis Conner - Norman Davidson - Don Gilman - Chas Hawkins - Willis Knighton - Albert Heschong - Romaine Johnston - Frederick Stover - James Trittipio - James Vance - and James McNaughton.

THE HISTORY OF THE UNITED STATES

THE HISTORY OF THE UNITED STATES, FROM THE FIRST SETTLEMENTS TO THE PRESENT TIME. BY JAMES M. SMITH, LL.D.

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SCENIC & COSTUME DESIGN, COSTS, SCALES (Continued)

DUMONT'S - costume supervisor is Rudy Lucek. Among the scenic designers utilized are John Robert Lloyd and Edward Gilbert.

WOR-TV - individual producers choose costumes from the various costume houses....Kaj Velden designs and builds all the settings.

WPIX - John Matus designs all sets and costumes.

FREE-LANCE - operating procedure for the free-lance designer parallels that of the network staff member, since he turns over the same floor plan, prop list or costume designs for expediting by the network facilities departments. For example, on Lux Video Theater, set designer William Smith works with the director on preliminary plans, then turns them over to CBS crews for building, shopping and dressing the sets. On Lucky Strike Theater, free-lance designer Guy Charles is designated by the packager, Neptune Productions, to dress the male and female stars... however, NBC designer Lou Eisele dresses the rest of the cast.

SCALES AND CHARGES

Free-lance designers of sets average \$225-250 per week, with "name" people from the theater rising to as high as \$500 per week for the "class" note they lend to top budget shows. Costume designers don't climb nearly so high. Free-lancers may go to \$200 weekly, but well above the scale. United Scenic Artists is the negotiating union for both groups of designers....current minimums for staffers are as follows:

SCENIC

Senior Set Designer - \$170 weekly(no overtime)
Asst Scenic Desgrnr - 160 weekly
Head Scenic Artists - 135 weekly
Journeyman Artists - 120 weekly

COSTUME

Designer(Finder) - \$120 weekly
Asst Finder - 85 weekly
Student Desgrnr - 60 wk(1st yr)
75 wk(2nd yr)

Per Diem designers in both fields average somewhat higher daily rates.

Wardrobe Attendants (IATSE Unit 764) provides for the following minimums:

Head of Dept - \$90 per week; Handlers - \$60 weekly; Extras - \$1.75 per hr(1st 6hrs)

Network Facilities Charges - staff as provided by the networks would cost as follows:

Scenic: Designer - \$6 per hr; Builder - \$4.75 per hr; Painter - \$5.25 per hr

Costumes: Designer- \$4.75 per hr; Handling - \$3 per hr; Wardrobe Mistress - \$3 perhr

OUTSIDE CONTRACTORS

Several attempts have been made during the past three years at packaging the various production facilities in competition with the networks. Dahlman & Dahlman was one such ambitious effort that failed. Presently, several established scenic & prop houses are engaged in similar undertakings. Nolan Brothers, for one, is also concentrating on the out-of-NY station market. Kaj Velden has made enough money out of construction work to warrant its considering opening general production facilities at Fort Lee as a production package operation.

Most recent addition to the contracting field is the well-known and certainly TV-experienced Howard Bay. Known as TV Design Associates, his firm will design, build and paint sets on a commission basis. He'll also supply props and transport everything to the specified studios. His operation is based on the fact that agencies - which are going into more and more control of production - cannot support a top designer on staff, but do want expert consultant and construction help per show.

UNITED STATES GOVERNMENT
WASHINGTON, D. C. 20540

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WASHINGTON, D. C. 20540

RADIO WAS NEVER LIKE THIS - HOW HIGH IS UP?

Pity the poor radio producer who now finds himself coping with the rigors of television sets, costumes, props and other visual aspects which cost him mucho money, labor and headache. Costs have been climbing despite time and money savings made through the stockpiling of sets, costumes, etc. which the TV producer in NY did not have two years ago. Not everything has to be constructed any more, but enough of it must add up to some staggering totals, especially when networks facilities charges are sent post-mortem to the client.

Last year, NBC-TV openly announced that it was absorbing a part of the production expense on its bigger shows in order to get them underway. This year, with high-rated years behind them, the sponsors of such as the Comedy Hour will have to pick up the full tab for facilities.

Costume and scenic budgets tend to stabilize at the same level for the various categories. One week, a tight script may afford some savings, but sooner or later an extravaganza will come along to make up for the economies. When averaged out over a year the following figures seem to hold up for per show reckoning (film cost for the same type of shows tends to average out the same - but this matter will be gone into in much greater detail as part of our Film for TV report next week). The following is concerned with live telecasts:

1 hr dramatic show	- 5 to 7 sets	\$3500-5500	costumes included	(5-10)
$\frac{1}{2}$ hr dramatic show	- 4 to 5 sets	\$1750-3500	" "	(3-7)
$\frac{1}{2}$ hr situa comedy	- 3 to 4 sets	\$1000-2500	" "	(3-7)
1 hr vty-musical	- 4 to 5 sets	\$3000-6000	" "	(25-50)
$\frac{1}{2}$ hr vty-musical	- 3 to 4 sets	\$2000-3500	" "	
$\frac{1}{2}$ hr aud partic	- set & props	\$ 750-1000	" "	
$\frac{1}{4}$ hr strip serial	- 3 to 4 basics	\$2000-3000	(1 extra set daily plus basics)	
$\frac{1}{4}$ hr shows	- set & props	\$ 50- 250	daily	

How much is the industry booming? In New York alone (not counting the increased activity in Hollywood film for TV production) construction and design is four times what it was a year ago.

Brooks Costume Company - leading major costume house - handles approximately 1000 costumes each week - bulk of which are musical comedy and uniform type costumes....plus individually-designed units. For rental, \$10 per unit is a standard price that seems to hold true for all competing costume houses in NYC. Shows working through Brooks includes such as Stop The Music, Hit Parade, What's My Name, Toast of The Town, Comedy Hour, Sing It Again, The Waring Show, Kraft Theater, and many others.

Evidence of the boom: For the three-month summer period, normally the quietest time for the costume house (which each spring dresses the circus among other theatrical enterprises), television business jumped by at least four times what it was for a like period a year ago. Brooks, during the past year, has had to enlarge its staff, take more space and is looking for still more in order to house its people, fit the performers, and store the constantly-arriving new costumes it is acquiring in order to meet TV demands.

While other service houses may not be able to report such staggering activity, they are veritibly swamped in comparative degrees. From the production facilities aspect, TV can hold its own with program time salesmen when it comes to being a seller's market.

It was for a time, I think, during the last years of the war, that the word "strategy" was first used in connection with the study of the history of the world. It was then that the word "strategy" was first used in connection with the study of the history of the world.

PROGRAM CREDITS FOR DESIGNERS AT END OF CYCLE IN MAY 1951
(All are staff members except where free-lance is indicated.)

NBC-TV

COSTUME DESIGNERS

Sal Anthony - Jack Carson, Texaco Star Theater, Easy Does It, Hit Parade, Big Story
Rose Bogdanoff - Little Show, Philco, Somerseset Maugham, Hit Parade
John Boxer - Jimmy Durante, Ed Wynn, Kate Smith
Guy Charles - Lucky Strike Theater(stars only)
Jocelyn Cohen - Gabby Hayes
John Derro - We The People, Martin & Lewis, Beat The Band, Eddie Cantor, Bea Lillie,
Bob Hope, Bobby Clark
Paul DuPont - Ford Festival, Danny Thomas, Your Show Of Shows, Phil Silvers, Bea
Lillie, Bob Hope
Lou Eisele - Mohawk Showroom, Armstrong Theater, Lucky Strike Theater(except stars),
Martin Kane
Elizabeth Gillelan - Voice Of Firestone, Lights Out, Howdy Doody
Albert Johnson - Henry Morgan(free-lance)
Don Ley - Bert Parks, Aldrich Family, One Man's Family, Broadway Open House
Bob Mackintosh - Musical Comedy Hour
Ernest Schrapps - Bea Lillie, Bob Hope, Bobby Clark(free-lance)
Forrest Thayer - Jack Carter
Michi Weglin - Kraft Theater, T-Men In Action
Frank Thompson - Eddie Cantor

SCENIC DESIGNERS

Herbert Andrews - Danny Thomas, Jack Carson, Eddie Cantor
Lee Aronson - What's My Name
Carden Bailey - Aldrich Family
Paul Barnes - Hit Parade
Howard Bay - Somerseset Maugham(free-lance)
Mabel Buell - Kate Smith(sets for Miss Smith only)
Stewart Chaney - Victor Borge(free-lance)
Ted Cooper - Martin & Lewis, Phil Silvers, Jimmy Durante
Phil De Rosier - Say It With Acting, Easy Does It
Ben Edwards - Ed Wynn
Larry Eggleton - Armstrong Theater
David Ffolkes - Ed Wynn(free-lance)
Frederick Fox - Your Show Of Shows(free-lance)
Robert Gundlach - Big Story, T-Men In Action
Hjalmar Hermanson - Jack Carter, Bea Lillie, Bob Hope, Bobby Clark
Tom Jewett - Lights Out
Albert Johnson - Henry Morgan(free-lance)
Carl Kent - One Man's Family
Jos Kirby - Broadway Open House, Seven At Eleven, Beat The Band, Who Said That, Quick
On The Draw, Vim Talent Search, Howdy Doody
Larry Klein - Kate Smith(for all but the Kate Smith scenes)
John Robert Lloyd - Ford Festival
Robert MacKichan - Texaco Star Theater, Martin Kane
Duane McKinney - Kraft Theater
William Molyneux - Voice Of Firestone
Al Ostrander(free-lance) - Bea Lillie, Bobby Clark, Bob Hope
Otis Riggs - Philco Playhouse
James Russell - Tex & Jinx, Voice Of Firestone
Richard Senie - Gabby Hayes
Richard Sylbert - We The People
S. Syrjala(free-lance) - Lucky Strike Theater
Elmer Tag - Little Show, Mohawk Showroom
Perry Watkins - Bert Parks

COSTUME DESIGNERS

Ann Eckert - Danger, Man Against Crime, The Goldbergs, The Web
William Griffin - Vaughn Monroe, Starlight Theater, Ken Murray
Mary Merrill - Big Town, Mama, Frank Sinatra
Leslie Renfield - Toast Of The Town, Garry Moore, Mr. I. Magination, Crime Photog.
Julia Sze - Fashion Magic, The Real McKay, Lux Theater, Studio One
William Walstrom - Lamp Unto My Feet, Ship Ahoy, Beat The Clock, Suspense

SCENIC DESIGNERS

Kathleen Ankers - Mr. I. Magination
Michael Baronoff - Versatile Varieties, Mama
Howard Bay(free-lance) - Fred Waring Show
Nelson Baume - Sam Levenson, The Goldbergs, Starlight Theater
Herbert Brodtkin - Charlie Wild
William Cecil - Steve Allen, Frank Sinatra
Thomas Durkin - Florian Zabach, Real McKay, Starlight Theater, It's News To Me
William Eckart - Lamp Unto My Feet, The Web
Manuel Essman - Toast Of The Town, What's My Line, Margaret Arlen
Randolph Gunter - Strike It Rich, Ken Murray
Jean Lee - Fashion Magic, Big Town
Willard Levitas - Sheriff Bob Dixon, Suspense
Robert Markell - Danger
Henry May - At Home Show, Crime Photographer, First Hundred Years
Edward Mitchell - Star Of The Family, Meet Your Cover Girl, We Take Your Word, Man
 Against Crime
Lee Simonson - Garry Moore
Richard Rychtarik - Studio One
William Smith(free-lance) - Lux Theater
Paul Sylbert(free-lance) - Celebrity Time
Ben Wampler - This Is Show Business, The Show Goes On, Godfrey & Friends

ABC-TVCOSTUME DESIGNERS

****Mme. Audre (from Eaves Costume Co.) does all costuming for ABC-TV

SCENIC DESIGNERS

Robert Bright - Pulitzer Prize Playhouse
Willis Conner - I Cover Times Square, Hollywood Screen Test
Norman Davidson - Space Cadet
Don Gilman - Holiday Hotel
Charles Hawkins - Stop The Music
E. Albert Hescong - Andy & Della Russell, Pulitzer Prize Playhouse
Romaine Johnston - Faith Baldwin Theater, Kreisler's Band Stand
Willis Knighton - Pulitzer Prize Playhouse
James McNaughton - Paul Whiteman Revue, Club Seven
Frederick Stover - Arthur Murray, Don McNeill, Showtime USA, Ted Mack Family Hour
James Trittipo - Two Girls Named Smith
James Vance - Daydreaming With Laraine Day

DuMONT: Rudy Lucek - Famous Jury Trials, Hands Of Destiny, Not For Publication, Rocky
 (Scenic King, Plainclothesman, Captin Video, Flying Tigers, Once Upon A Tune
 Designers)John Robert Lloyd - Ellery Queen Edward Gilbert - Cavalcade of Stars/Bands

***DuMont and WOR-TV producers choose their own costumes from rental houses.

WOR-TV sets are designed and built by Kaj-Velden Studios.

PIX: John Matus designs all sets and costumes.

ROSS REPORTS

Ross Reports

ON TELEVISION PROGRAMMING

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NEWS ED: David B. Graham
TALENT : Gordon Leigh

VOL. 3 NO. 7
SUPPLEMENT C

SEPTEMBER 2-8, 1951

NAVY'S "DRILL CALL" POINTS UP TV'S TRAINING IMPACT DEMONSTRATES VALUE OF CIVILIAN AND ARMED FORCES TEAMWORK Also Shows Commercial Programmers a Thing or Two

As television interests and educators battle over channel allocations, one factor stands out: network and local stations generally have neglected to make effective use of TV's teaching potentialities, leaving themselves highly vulnerable to the jibes of educators. A number of armed forces programs, however, have proved that a blending of classroom informality with the production know-how of commercial video can make highly interesting instruction programs.

In fact, the Army, Navy and the Coast Guard have been active in TV with as many as seven series to their credit. The most important service program is due in early 1952. NBC and the US Navy will present 26 half-hour films tracing naval operations since 1937. The series will be scripted by C.S. Forester and narrated by Robert Montgomery. Richard Rodgers is writing the musical score.

First of the important service shows was Command Post, which was telecast opposite Milton Berle from February 14 to April 4, 1950, over CBS-TV. The program taught Army tactics and combat methods to US Army Reserve Units, who watched the program as a class. Since then, other shows have included:

Battle Report, currently telecast 9:30-10:30pm Fridays from WNBW (Wash) to the NBC-TV network. It spotlights John Steelman, interviewing personalities and Robert Montgomery narrating filmed sections which relate to the national emergency. The program, which is prepared with the cooperation of the Dept of Defense, will soon switch to a Sunday afternoon time segment.

The Armed Forces Hour, telcast from WNBW-(Wash) to the NBC-TV net from Oct '49 to June '50 on Sun aft, dealt with Armed Forces unification and was produced by the Defense Dept (later carried by DuMont net, Feb to May '51.)

The Facts We Face, telcast Sunday afternoon, 5-5:30 pm, from WCBS-TV to the CBS net, dealt with the status of civilian defense and often used material supplied by the Dept of Defense. The program was carried from Jan '51-July '51.

Crisis in Korea, telcast during Mar-April '51 from WNBW (NY) to the net, was a documentary history of the Korean War and involved all service branches.

America Speaks, telecast Mon to Fri aft from WNBW (NY) and WNBW (Wash) presented documentary films from all branches of the Govt and live Marine Corps concerts. A summer replacement, the program ended Aug 24, last week.

(Continued on Page 14)

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(2) NBC(Ch4) -- 8-9pm; RETURN; Colgate Comedy Hour; from WNBT to 39 sta plus 16 kine; Sponsor - Colgate-Palmolive-Peet(Ajax & Halo) thru Sherman & Marquette & (Colgate Dental Cream & Palmolive) thru Ted Bates; Supervisor - Samuel C. Fuller NBC; Assoc Prod - Robt Masson NBC; Prod - Jack Hurdle; Dir - Kingman Moore NBC; Musical Dir - Al Goodman; Choreography - Esther Junger; first show stars Jackie Gleason with guest stars Johnny Johnston, singer and Rose Marie; singer & comedienne; production credits for other stars as they return.

Mon(3) CBS(Ch2) -- 12n-12:15pm Mon thru Fri; DEBUT; The Egg and I; from WCBS-TV to the net; Sustaining; Prod - Montgomery Ford CBS; Dir - Jack Gage CBS; Casting - Frank Harrison & Mike Mead CBS; Sets - Leo Kerz; Patricia Kirkland and John Craven star as the young couple who turn to chicken farming, in a series adapted from Betty MacDonald's novel; other cast includes Doris Rich and Frank Twedell as Ma and Pa Kettle and Grady Sutton as Jed Simmons.

12:15-12:30pm Mon thru Fri; DEBUT; News at Noon; from WCBS-TV to the net; Prod-Dir - Ted Marvel CBS; Dorothy Doan and John Schafer emphasize feminine aspects of world events in discussing the news. Sustaining

12:30-12:45pm Mon thru Fri; DEBUT; Search for Tomorrow; from WCBS-TV to 41 sta plus 19 kine; Sponsor - Procter & Gamble(Joy, Spic & Span) thru Biow; Superv - John Taylor at Biow; Prod-Dir - Charles Irving; Scripts - Agnes Eckhardt; Permanent cast includes John Sylvester, Mary Stuart, Lynn Loring, Cliff Hall, Bess Johnson and Sara Anderson.

12:45-1:30pm; NEW TIME; Steve Allen Show; from WCBS-TV to the net Mon thru Fri; Sponsor - Procter & Gamble(Ivory Flakes) thru Compton($\frac{1}{4}$ hr segments on Tu & Th only; Prod-Casting - Al Span CBS; Director - Fred Kelly CBS; Steve Allen MC, with variety guests.

DuM(Ch5) -- 8:15-8:30pm Mon & Th; NEW TIME; Washington Report; from WTTG Wash to the net; formerly seen Tu & Fri 7:45-8pm; Tris Coffin interviews government officials & reports news; Sustaining.

NBC(Ch4) -- 7:30-7:45pm; M,W,F; RETURN; Mohawk Showroom; from WNBT to 26 sta plus 18 kine; Sponsor - Mohawk Carpets thru Geo R Nelson(Schenectady); Prod - Roberta Quinlan & Geo R Nelson; Dir - Dick Schneider NBC; Roberta Quinlan stars with guest stars and the Musical Craftsmen Trio; Casting - Helen Keane MCA; Anncr - Bob Stanton.

8-8:30pm; RETURN; TV Recital Hall; from WNBT to the net; Sustaining; Moved to this time for two week fill-in.

9:30-10:30pm; CHANGE; Somerset Maugham Theater; from WNBT to 32 sta; Sponsor - Bymart(Tintair) thru Cecil & Presbrey; Prod - Anne Marlowe & John Gibbs; Dir - David Alexander; TV Dir - Daniel Petrie; Casting - Marjorie Morrow(1501 Bway); returns to hour format & alternates with Lucky Strike Thru which returns Sept 10; during summer was on every Mon 9:30-10pm.

Tue(4) ALL NETWORKS - FIRST TRANSCONTINENTAL TELEVISION PROGRAM; Speech by Pres. H. S. Truman from San Francisco 10:30pm via microwave to 93 sta on cable; address from War Memorial Opera House highlights opening of Japanese Peace Conference; other programming scheduled to cover conference:

ABC(Ch7) - Wed 12n; first plenary session of Peace Conference; Thu - Conference; Fri - Conference; Sat - Closing Session and signing of Peace Treaty; Time Mag will sponsor 1 hr program on Fri 10-11pm.

THE HISTORY OF THE UNITED STATES

1800

1800-1801: The first year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1801-1802: The second year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1803-1804: The third year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1805-1806: The fourth year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1807-1808: The fifth year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1809-1810: The sixth year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1811-1812: The seventh year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1813-1814: The eighth year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1815-1816: The ninth year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

1817-1818: The tenth year of the new century. The United States was still a young nation, and the people were still struggling to establish a stable government. The first Congress met in 1792, and the first President, George Washington, was inaugurated in 1789. The country was still recovering from the Revolutionary War, and the economy was in a state of flux.

THIS WEEK(Continued)

Tue(4) All Nets(Cont'd) - Japanese Peace Conference Coverage:

CBS(Ch2) - Wed 1pm - Opening session; Sat 3pm:- Signing of Peace Treaty.

NBC(Ch4) - Wed 1pm - Opening session; Sat - Signing of Peace Treaty;

There will be possible additional programming over all networks should events taking place at the Conference so warrant.

Wed(5) NBC(Ch4) -- 8-9pm; LAST SHOW; Heritage; from WNBW Wash to the net; Sustaining program of music and art from National Gallery departs after 7 weeks as summer filler.

10:30-11pm; RETURN & NEW TIME; Freddy Martin Show; from WNBT to the net; Sponsor - Hazel Bishop Cosmetics thru Raymond Spector;

Pkgr - Freddy Martin(thru MCA); Prod-Dir - Perry Lafferty; Scripts - Irving Taylor; musical variety show with Freddy Martin orch, Murray Arnold, pianist & singer, Merv Griffin, singer, George Nolan, singer, and one guest girl vocalist weekly; guest star this show Sue Bennett; program was seen during summer Thur 10-10:30pm.

Fri(7) ABC(Ch7) -- 7:30-8pm alt wks; CHANGE; Say It With Acting; from WJZ-TV to 21 sta plus 14 kine; Sponsor - Brown Shoe(Naturalizer Div) thru Leo Burnett, Chi; Prod - Wayne Wirth ABC; Dir - Robert McCahon ABC; Maggi McNellis & Bud Collyer, MC's; game of charades featuring casts from current Broadway shows as opponents, winning team returning following week; program during summer was on every week; on Aug 31 "Life With Linkletter" began alternating.

CBS(Ch2) -- 8-8:30pm; RETURN; Mama; from WCBS-TV to 27 sta plus 9 kine; Sponsor - General Foods(Maxwell House) thru Benton & Bowles; Prod - Carol Irwin; Dir - Ralph Nelson CBS; Assoc Dir - John Desmond CBS; Scripts - Frank Gabrielson; family comedy from well-known novel starring Peggy Wood in title role, with Judson Laire, Dick Van Patten, Rosemary Rice, Robin Morgan and Ruth Gates in regular cast; casting for supporting roles - Doris Quinlan at Irwin.

NBC(Ch4) -- 10pm-end; RETURN; Cavalcade of Sports; from WNBT to 38 sta plus 5 kine; Sponsor - Gillette Safety Razor thru Maxon; Prod - Jack Mills; Dir - Jack Dillon & Lew Brown NBC; Jimmy Powers will provide running commentary for big-name boxing bouts coming from various NYC arenas; first bout will be 10-round middleweight fight between Walter Cartier & Bill Kilgore.

8:30-9pm; RETURN; We, The People; from WNBT to 27 sta plus 9 kine; Sponsor - Gulf Oil thru Young & Rubicam; Superv-Prod - Dan Seymour Y&R; Dir-Casting - Preston Wood Y&R; Scripts - Adrian Spies; Music - Mrs. Oscar Bradley orch; show presents a number of newsworthy, human interest stories told by the people concerned, and occasional dramatic sketches.

9:30-10pm; RETURN; The Aldrich Family; from WNBT to the net; New sponsor - Campbell Soup thru Ward Wheelock; Prod-Dir - Lester Vail at Wm. Morris; Scripts - Robt Soderberg & Edith Sommer, supervised by Clifford Goldsmith, originator of program; Cast includes Henry Girard as Henry, House Jameson as Mr. Aldrich, Barbara Robbins as Mrs. Aldrich; Mary Malone as Mary, Robert Barry as Homer and Peter Griffith as Charlie Clark; comedy of teen-agers & their parents.

Sat(8) ABC(Ch7) -- 10:30-11am; CHANGE; Hollywood Junior Circus; from WENR-TV Chi to the net; will now be seen alt Saturdays; formerly on NBC; Sponsor Hollywood Candy thru Ruthrauff & Ryan; Prod - Norm Heyne R&R; Circus variety show with Paul Barnes, impressario, Carl Marx, Max Bernstein, Irving Kaplan & orch; set in circus backyard, uses child guests in bleachers.

THE NEW YORK PUBLIC LIBRARY - ASTOR LENOX TILDEN FOUNDATION
100 N. 5th St. - New York 17, N.Y.

There will be no additional programming during the summer months.
Place in the summer months.

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THIS WEEK(Continued)

Sat(8) CBS(Ch2) -- 8-9pm; RETURN; Ken Murray Show; from WCBS-TV to 22 sta plus 29 kine; Sponsor - Anheuser-Busch(Budweiser) thru D'Arcy; Prod - Ken Murray; Assoc Prod - Ben Brady; Dir - Herbert Sussan CBS; Scripts - Royal Foster & Seaman Jacobs; Choreographer - Virginia Johnson; Music - David Broekman orch; Annr - Nelson Case; Ken Murray MC, with Art Lund, Laurie Anders, Pat Conway, Jane Bergmeier, Lillian Farmer and Anita Gordon as regular cast; guests on first program are Patti Page, singer and Henry Hull, actor.

NBC(Ch4) -- 8-9pm; DEBUT; All Star Revue; from WNBT to the net; Sponsor - Participations: Kellogg's(Variety Pack, Pep, Shredded Wheat, Raisin Bran) thru Kenyon & Eckhardt; Pet Milk thru Erwin, Wasey; Snow Crop thru Maxon; Supervisor - Pete Barnum NBC; Prod - Joe Santley at Wm. Morris Dir - Ezra Stone; TV Dir - Grey Lockwood NBC; Casting for bit parts - Marie Correll NBC; Writers - Leo Soloman, Jackie Elinson & Joe Stein; Cast for first show includes Jimmy Durante, Ed Wynn, Danny Thomas, Jack Carson, Ezio Pinza, Olsen and Johnson, Ben Blue, Jane Froman, Valerie Bettis; last year show was known as "Four Star Revue".

9-10:30pm; RETURN; Your Show of Shows; from WNBT to 40 sta plus 14 kine; Sponsor - Participations: 9-9:30pm - R.J. Reynolds Tobacco thru William Esty...9:30-10pm - S.O.S. thru McCann-Erickson, Benrus thru J.D. Tarcher and Libby, McNeill & Libby thru BBD&O....10-10:30pm Lehn & Fink thru Lennen & Mitchell and Eversharp thru Biow alternate weeks; Prod-Dir - Max Liebman; NBC Superv - George McGarrett in assn with Hal Janis; Choreography - James Starbuck; Scripts - Lucille Kallen, Mel Tolkin, Sid Caesar & Max Liebman; Music - Charles Sanford orch; Sets - Frederick Fox; Costumes - Paul du Pont; Stars Sid Caesar and Imogene Coca with Mata and Hari, dancers, Bill Hayes, tenor, Judy Johnson, vocalist, Billy Williams Quartet, Jack Russell, baritone, Hamilton Trio, dancers and Carl Reiner, straight man and actor.

10:30-11pm; RETURN; Your Hit Parade; from WNBT to 33 sta plus 15 kine; Sponsor - Amer Tobacco(Lucky Strike) thru BBD&O; Superv-Prod-Casting - Dan Lounsbury & Ted Fetter BBD&O; Dir - Clark Jones NBC; Scripts - Bill Nichols BBD&O; Music - Raymond Scott orch; Choreographer - Tony Charmoli; Sets - Paul Barnes; Annr - Andre Baruch; Stars Eileen Wilson, Snooky Lanson and Dorothy Collins singing the seven top tunes of the week with the Hit Paraders and Dancers.

LAST WEEK'S NETWORK CHANGES

ABC - Life With Linkletter; RETURNED AUG 31; alt Thu 7:30-8pm; from KECA-TV H'wood (on film) to 12 sta plus 12 spots; Sponsor - Green Giant(Peas & Mexicorn) thru Leo Burnett, Chi; Pkgr-Prod - John Guedel; Art Linkletter MCs variety quiz.

Crime With Father; DEBUT AUG 31; Thu 8-8:30pm; from WJZ-TV to the net; Sustaining; Prod - Wilbur Stark; Dir - Charles Dubin ABC; Scripts - Larry Menkin; Music - Jimmy Rich; mystery drama with father-daughter combination, a detective of the homicide bureau and his teen-aged daughter played by Rusty Lane and Peggy Lobbins.

CBS - The Ad Libbers; LAST SHOW AUG 31; 8-8:30pm from WCBS-TV to the net; Sponsor - General Foods(Maxwell House) thru Benton & Bowles; Prod - Persons Prod'ns in assn with Jos. Sonnenreich(thru Wm. Morris); Peter Donald MC'd comedy show on which actors ad libbed sketches; program was 5 week replacement for "Mama."

DuM - Kids and Company; DEBUT SEPT 1; 11-11:30am from WABD to the net; Sponsor - Friedman-Shelby(Red Goose Shoes) thru Westheimer & Block, St. Louis; Prod - Wyatt & Schuebel for ad agency; Dir - Pat Fay DuM; Johnny Olsen, MC, will spotlight teen-agers and their activities; also kid variety talent.

1. The first of these is the fact that the majority of the population of the United States is of European descent. This is a fact which has been recognized by the government and the people of the United States for many years. It is a fact which has been recognized by the government and the people of the United States for many years.

[illegible]

1. General - The purpose of this report is to provide a summary of the activities of the various departments of the company during the year 1954. The report is divided into four main sections: General, Sales, Production, and Finance. Each section contains a brief description of the activities and a summary of the results.

THE UNIVERSITY OF CHICAGO

[illegible]

1946 - 1948 and 1949-1950; 1951-1952; 1953-1954; 1955-1956; 1957-1958; 1959-1960; 1961-1962; 1963-1964; 1965-1966; 1967-1968; 1969-1970; 1971-1972; 1973-1974; 1975-1976; 1977-1978; 1979-1980; 1981-1982; 1983-1984; 1985-1986; 1987-1988; 1989-1990; 1991-1992; 1993-1994; 1995-1996; 1997-1998; 1999-2000; 2001-2002; 2003-2004; 2005-2006; 2007-2008; 2009-2010; 2011-2012; 2013-2014; 2015-2016; 2017-2018; 2019-2020; 2021-2022; 2023-2024; 2025-2026; 2027-2028; 2029-2030; 2031-2032; 2033-2034; 2035-2036; 2037-2038; 2039-2040; 2041-2042; 2043-2044; 2045-2046; 2047-2048; 2049-2050; 2051-2052; 2053-2054; 2055-2056; 2057-2058; 2059-2060; 2061-2062; 2063-2064; 2065-2066; 2067-2068; 2069-2070; 2071-2072; 2073-2074; 2075-2076; 2077-2078; 2079-2080; 2081-2082; 2083-2084; 2085-2086; 2087-2088; 2089-2090; 2091-2092; 2093-2094; 2095-2096; 2097-2098; 2099-2100; 2101-2102; 2103-2104; 2105-2106; 2107-2108; 2109-2110; 2111-2112; 2113-2114; 2115-2116; 2117-2118; 2119-2120; 2121-2122; 2123-2124; 2125-2126; 2127-2128; 2129-2130; 2131-2132; 2133-2134; 2135-2136; 2137-2138; 2139-2140; 2141-2142; 2143-2144; 2145-2146; 2147-2148; 2149-2150; 2151-2152; 2153-2154; 2155-2156; 2157-2158; 2159-2160; 2161-2162; 2163-2164; 2165-2166; 2167-2168; 2169-2170; 2171-2172; 2173-2174; 2175-2176; 2177-2178; 2179-2180; 2181-2182; 2183-2184; 2185-2186; 2187-2188; 2189-2190; 2191-2192; 2193-2194; 2195-2196; 2197-2198; 2199-2200; 2201-2202; 2203-2204; 2205-2206; 2207-2208; 2209-2210; 2211-2212; 2213-2214; 2215-2216; 2217-2218; 2219-2220; 2221-2222; 2223-2224; 2225-2226; 2227-2228; 2229-2230; 2231-2232; 2233-2234; 2235-2236; 2237-2238; 2239-2240; 2241-2242; 2243-2244; 2245-2246; 2247-2248; 2249-2250; 2251-2252; 2253-2254; 2255-2256; 2257-2258; 2259-2260; 2261-2262; 2263-2264; 2265-2266; 2267-2268; 2269-2270; 2271-2272; 2273-2274; 2275-2276; 2277-2278; 2279-2280; 2281-2282; 2283-2284; 2285-2286; 2287-2288; 2289-2290; 2291-2292; 2293-2294; 2295-2296; 2297-2298; 2299-2300; 2301-2302; 2303-2304; 2305-2306; 2307-2308; 2309-2310; 2311-2312; 2313-2314; 2315-2316; 2317-2318; 2319-2320; 2321-2322; 2323-2324; 2325-2326; 2327-2328; 2329-2330; 2331-2332; 2333-2334; 2335-2336; 2337-2338; 2339-2340; 2341-2342; 2343-2344; 2345-2346; 2347-2348; 2349-2350; 2351-2352; 2353-2354; 2355-2356; 2357-2358; 2359-2360; 2361-2362; 2363-2364; 2365-2366; 2367-2368; 2369-2370; 2371-2372; 2373-2374; 2375-2376; 2377-2378; 2379-2380; 2381-2382; 2383-2384; 2385-2386; 2387-2388; 2389-2390; 2391-2392; 2393-2394; 2395-2396; 2397-2398; 2399-2400; 2401-2402; 2403-2404; 2405-2406; 2407-2408; 2409-2410; 2411-2412; 2413-2414; 2415-2416; 2417-2418; 2419-2420; 2421-2422; 2423-2424; 2425-2426; 2427-2428; 2429-2430; 2431-2432; 2433-2434; 2435-2436; 2437-2438; 2439-2440; 2441-2442; 2443-2444; 2445-2446; 2447-2448; 2449-2450; 2451-2452; 2453-2454; 2455-2456; 2457-2458; 2459-2460; 2461-2462; 2463-2464; 2465-2466; 2467-2468; 2469-2470; 2471-2472; 2473-2474; 2475-2476; 2477-2478; 2479-2480; 2481-2482; 2483-2484; 2485-2486; 2487-2488; 2489-2490; 2491-2492; 2493-2494; 2495-2496; 2497-2498; 2499-2500; 2501-2502; 2503-2504; 2505-2506; 2507-2508; 2509-2510; 2511-2512; 2513-2514; 2515-2516; 2517-2518; 2519-2520; 2521-2522; 2523-2524; 2525-2526; 2527-2528; 2529-2530; 2531-2532; 2533-2534; 2535-2536; 2537-2538; 2539-2540; 2541-2542; 2543-2544; 2545-2546; 2547-2548; 2549-2550; 2551-2552; 2553-2554; 2555-2556; 2557-2558; 2559-2560; 2561-2562; 2563-2564; 2565-2566; 2567-2568; 2569-2570; 2571-2572; 2573-2574; 2575-2576; 2577-2578; 2579-2580; 2581-2582; 2583-2584; 2585-2586; 2587-2588; 2589-2590; 2591-2592; 2593-2594; 2595-2596; 2597-2598; 2599-2600; 2601-2602; 2603-2604; 2605-2606; 2607-2608; 2609-2610; 2611-2612; 2613-2614; 2615-2616; 2617-2618; 2619-2620; 2621-2622; 2623-2624; 2625-2626; 2627-2628; 2629-2630; 2631-2632; 2633-2634; 2635-2636; 2637-2638; 2639-2640; 2641-2642; 2643-2644; 2645-2646; 2647-2648; 2649-2650; 2651-2652; 2653-2654; 2655-2656; 2657-2658; 2659-2660; 2661-2662; 2663-2664; 2665-2666; 2667-2668; 2669-2670; 2671-2672; 2673-2674; 2675-2676; 2677-2678; 2679-2680; 2681-2682; 2683-2684; 2685-2686; 2687-2688; 2689-2690; 2

LAST WEEK'S NETWORK CHANGES(Continued)

NBC - Gabby Hayes Show; RETURN AUG 27; 5:15-5:30pm Mon thru Fri; from WNBT to the net; Sponsor - Quaker Oats thru Sherman & Marquette(Mon & Fri) & Peter Paul thru Maxon(Thur commen ing Sept 13); Gabby Hayes adds off-screen narration to brief Western films and short adventure serialization.

Nick Kenny Show; NEW TIME AUG 28 11-11:15pm; Sustaining; Prod - Albert McCleery NBC; Dir - Robert Wilbor NBC; interview series with guests from sports world and show business; changed from same time slot on Wednesdays.

NEWLY ANNOUNCED NETWORK FUTURES

Sept 24 - CBS - Love of Life Mon thru Fri 12:15-12:30pm; Sponsor - American Home Products thru Biow; new daytime serial; no production details available at this time.

Sept 30 - NBC - Red Skelton Show; Sun 10-10:30pm; from KNBH H'wood to the net; Sponsor - Procter & Gamble(Tide) thru Benton & Bowles; Red Skelton will star in new comedy-variety show; details as announced.

Oct 1 - NBC - Ruth Lyons' 50 Club; Mon thru Fri 12-12:30pm; from WLW-T Cincinnati to the net; the popular local audience-participation show with Ruth Lyons as MC, builds around subjects of general interest to women.

SPONSOR ACTIVITY

ABC - Hollywood Screen Test Mon 7:30-8pm; Ironrite thru Brooke, Smith, French & Dorrance, renewed sponsorship for another season.

Foodini the Great Sat 11-11:30am; Bristol-Myers(Ipana) thru Doherty, Clifford & Shenfield, picked up sponsorship of quarter-hour segment starting Oct. 6; program was on CBS as "Lucky Pup".

NYC LOCAL ACTIVITY

WABD - Date With Rex; DEBUT SEPT 3; Mon thru Fri 7:30-8pm; Rex Marshall will portray a TV columnist, introducing musical film shorts made by Snader, in addition to news and facts about personalities.

Public Prosecutor DEBUT SEPT 6; Thur 9:30-10pm; (on film) Sponsor - Crawford Clothes thru Al Paul Lefton; John Howard moderates, with panel of crime fiction experts, watching mystery films and guessing at solutions; Film Prod - Jerry Fairbanks.

WJZ-TV-What's Playing; DEBUT SEPT 3; M,W,F 6:45-7pm; Prod - Emanuel Demby; Dir - Charles Adams; Maggi McNellis will mc show which will use short film clips from films playing NY theaters; Miss McNellis will also devote some time to news of film personalities; tie-up with motion picture exhibitors is in work.

Television Newspaper; DEBUT OCT 1;; daily, various time slots; ABC-TV has purchased the new United Press-Movietone News service which includes live camera presentations, newsreel coverage of the news, commentary, and graphic arts coverage for a complete news program.

WNBT - Talent Search; NEW TIME SEPT 2; Sponsor - Vim-Crosley thru Benton & Bowles; Prod - Kermit Schafer; Dir - Carl Eastman WNBT; previously seen alt Thursdays; Ted Steele takes over as MC this date.

PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		
<u>FRIDAY AUGUST 31</u>		
<u>Cavalcade Of Stars</u>	DuM 10pm	Jackie Gleason, Luba Malina, Champ Butler(S), Les Pabios(D)
<u>The Clock</u>	NBC 8:30	<u>A Right Smart Trick</u> - by Nora Stirling; with John Dahl, Wynne Gibson, Sally Chamberlain, Noel Leslie, John Hamilton
<u>Crime With Father</u>	ABC 9pm	<u>The Boy Who Cried Wolf</u> - by Lawrence Menkin; with Ed Horner, Bill Darrid, Billy Green, Adelaide Bean, Ed Lattimer, Ray Mulderick

****Other shows on this date were listed in last week's issue.

SATURDAY SEPTEMBER 1

<u>Art Ford</u>	NBC 7:30	Mel Torme
<u>Assignment: Manhunt</u>	NBC 10:30	<u>The Good Prospect</u> - by Thomas Walsh, adapt by David Shaw; with Helen Warren, Wyley Hancock, Ted Hecht, Therese Hunter, John McGovern, Merle Albertson, Ralph Hertz, Stuart Nedd, Sidney Smith
<u>Big Top</u>	CBS 12N	George Keller(lion tamer), The Cycling Kirks
<u>Faye Emerson</u>	CBS 9pm	<u>Salute To St. Louis</u> - with Sally Benson, W.C. Handy, Thelma Carpenter, Dizzy Dean
<u>Patricia Bowman</u>	CBS 6:45	Jane Morgan subs for Bowman; with John Butler Dancers, Dwight Marfield(C)
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : Stan Grover(baritone), Will Jordan(mimic), Beatrice Arthur(S); <u>Robert's Cue</u> : The Manhattan Steppers(D); <u>Buyers</u> : Gene Rayburn & Dee Finch (CBS disc jockeys), Jacqueline Dalya & Robert Hilliard(Broadway producers), Chubby(Chubby's Restaurant, Collingswood N.J.)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Singers</u> : Peggy Lee, Johnny Desmond; <u>Judges</u> : Fred J. Coots, Larry Clinton, Henny Youngman

SUNDAY SEPTEMBER 2

<u>Celebrity Time</u>	CBS 10pm	Binnie Barnes, Roddy McDowall
<u>Colgate Comedy Hour</u>	NBC 8pm	Jackie Gleason, Johnny Johnston, Rose Marie
<u>Gabby Hayes</u>	NBC 5pm	Biff McGuire, Elliott Sullivan, Wendell Phillips, Lonny Chapman, John Marley, Lou Gilbert
<u>G.E. Guest House</u>	CBS 9pm	<u>Performers</u> : Connee Boswell, Valerie Bettis, Betty George, Eddie Mayehoff; <u>Panel</u> : William Gaxton, Jean Dalrymple, Joe Laurie Jr.
<u>Go Lucky</u>	CBS 7:30	Mary Orr, Alan Dale

SUNDAY SEPTEMBER 2(Continued)

<u>Goodyear Revue</u>	ABC 7pm	Mary Mayo
<u>Leave It...Girls</u>	NBC 7pm	Roger Dann, Florence Pritchett, Eloise McElhone, Sarah Churchill, Dorothy Kilgallen
<u>Man Of The Week</u>	CBS 5:30	Sen. Everett M. Dirksen, guest; <u>Panel</u> : George Allen, Senators Herman Welker, Blair Moody, Joseph C. O'Mahoney
<u>Meet The Press</u>	NBC 4pm	Anthony Eden, guest; <u>Panel</u> : Marquis Childs(United Features), Herbert Matthews(NY Times), Alistair Cooke(Manchester Guardian)
<u>Nose For News</u>	WOR 7:45	Edward Cioffe
<u>Philco Playhouse</u>	NBC 9pm	<u>This Time Next Year</u> - by Fred Coe; with Edgar Stehli Barbara Bolton, Leona Powers, Hugh Reilly, Nelson Olmsted, Paul Ford, Harry Sheppard, Frank Sutton, Alonzo Bosan, Lita Del Porto, George Gilbreath, Jay Jackson, Ben Grauer, Ann Citoniak, Mike Dano, Herbert Fisher
<u>Plainclothesman</u>	DuM 9:30	<u>Final Flight</u> - by Gil Braun; with Will Hussung, Andrea Blayne, Jean Sorel, Michael King, Eugene Paul, Michael Bey
<u>Pentagon-Washington</u>	DuM 8:30	Brig Gen Robert J. Smith, Lt Col Bertram Kalisch
<u>Rocky King</u>	DuM 9pm	<u>Money Bait The Hook</u> - by Sheldon Stark & Wallace Thomson; with Bern Hoffman, Robert Breton, Helen Harvey, Harry Cook, Cliff Dunstan
<u>Star Of The Family</u>	CBS 6:30	Robert Alda, Copsey & Ayres(D), Angel(child ventril)
<u>Toast Of The Town</u>	CBS 8pm	Dolores Gray subs for Sullivan; with Buster Keaton, Peanuts Mann & Dick Danna(C), Henny Youngman, Andre, Andree & Bonnie(D)
<u>Trapped</u>	WOR 10pm	<u>Solotaire</u> - with Penny Sheppard, Gordon Allison
<u>What's My Line</u>	CBS 10:30	Jinx Falkenburg subs for Arlene Francis, Walter Slezak subs for Bennett Cerf

MONDAY SEPTEMBER 3

<u>Gallery...Liu-Tsong</u>	DuM 8:30	<u>The Golden Women</u> - with DeForest Kelly, James Bender, Ed Lattimer, Helen Donaldson
<u>Garry Moore</u>	CBS 1:30	Kirkwood & Goodman
<u>H'wood Screen Test</u>	ABC 7:30	Isobel Elsom, guest; Lois Nettleton, Ray Danton
<u>Lights Out</u>	NBC 9pm	<u>Blackwood Halt</u> - by Gerald Anderson & Warren Parker; with Stella Andrew, Frederick Tozere, Oliver Thorn-dike, James O'Rear, Byron Russell
<u>Lux Theater</u>	CBS 8pm	<u>Forever Walking Free</u> - by MacKinlay Kantor, adapt by John Whedon; with Wendell Corey, Nancy Marchand, Murray Matheson, Pat O'Malley, Sybil Baker, Oswald Marshall

THE UNIVERSITY OF CHICAGO

MONDAY SEPTEMBER 3(Continued)

<u>Somerset Maugham</u>	NBC 9:30	<u>Appearance and Reality</u> - adapt by Theodore & Mathilde Ferro; with Joseph Schildkraut, Rita Gam, Ross Martin, William Podmore, Cavada Humphrey, Adelaide Klein, Richard Newton, John McGovern
<u>Steve Allen</u>	CBS 12:45	Champ Butler(S), The Three Palms(acro)
<u>Story Theater(film)</u>	NBC 10:30	<u>The Lady Or The Tiger</u> - by Frank R. Stockton; with Peggy Knudsen, Eve Miller, Leif Erikson, William Frawley
<u>Talent Scouts</u>	CBS 8:30	Herb Shriner continues as Godfrey's sub; Ray Cura(S), Mary Sullivan(soprano), Whitney Tustin(oboe), The Solitaires(vocal group)
<u>TV Recital Hall</u>	NBC 8pm	The New Music String Quartet
<u>Voice Of Firestone</u>	NBC 8:30	Barbara Gibson
<u>Westinghouse Theater</u>	CBS 10pm	<u>Mr. Mummery's Suspicion</u> - by Dorothy L. Sayre, adapt by Alvin Sapinsley; with Roland Young, Faith Brook, Francis Compton, Josephine Brown, Bertha Belmore, Peter Pagan

TUESDAY SEPTEMBER 4

<u>Armstrong Theater</u>	NBC 9:30	<u>By The Book</u> - by Don Ettlinger; with Beverly Whitney Ernest Graves, Audrey Christie, Alan Bunte
<u>Cavalcade Of Bands</u>	DuM 9pm	Charlie Spivak & Orch; Morey Amsterdam, Mello-Larks, Hammond's Birds
<u>Fireside Thtr(film)</u>	NBC 9pm	<u>Second Chance</u> - by Josef Mischel; with Anthony Caruso, Robert Einer, Jorja Curtwright, Mary Jackson Fred Nurney, Dorothy Vaughan, Charlie Victor
<u>Garry Moore</u>	CBS 1:30	Buster Keaton
<u>Life Begins At 80</u>	ABC 9:30	Bernarr Macfadden
<u>Little Show</u>	NBC 7:30	Marilyn Taylor(D)
<u>Meet The Press</u>	NBC 8pm	Sir Gladwyn Jebb, guest; <u>Panel</u> : Kenneth Crawford (Newsweek), Michael Fry(Reuters)
<u>Mr & Mrs Mystery</u>	WOR 8pm	<u>The Case Of The Dover Double</u> - with Ann Dunnigan, Walter Thomson
<u>Steve Allen</u>	CBS 12:45	Louis Prima, Mary Louise(S), Julie Martin(D)
<u>Stork Club</u>	CBS 7:45	Miss Surfmaid winner, Mrs. Carrie Munn
<u>Suspense</u>	CBS 9:30	<u>This Way Out</u> - by Robert Turner, adapt by Victor Wolfson; with Jean Parker, Richard Coogan, George Englund, Mort Stevens, Joan Wetmore
<u>Danger</u>	CBS 10pm	<u>Death Among The Relics</u> - by Paul Bauman; with Joey Walsh, Marc Kramer, Tom Gorman, Alice Hill, Walter Hill

(continued) C. MONTANA. 1940

WEDNESDAY SEPTEMBER 5

<u>Garry Moore</u>	CBS 1:30	Johnny Mercer
<u>Kraft Theater</u>	NBC 9pm	<u>The Easy Mark</u> - by Jack Larrie; with Jack Lemmon, Frances Waller, Elizabeth Eustis, Dan Morgan, Logan Field, Ruth McDevitt, Jack Hartley, Luis Van Rooten
<u>Shadow Of A Cloak</u>	DuM 9:30	<u>The Magazine Peddler</u> - by Shirl Hendrix; with John O'Hare, Berel Firestone, Barbara Ames, Sheilah Bromley, Wolfe Barzell, James Bender, Remi Pisano
<u>Steve Allen</u>	CBS 12:45	Bob Eberle, Jerry Shard Trio(M)
<u>The Web</u>	CBS 9:30	<u>The Practical Joke</u> - by Sam Locke; with Maria Riva, Anthony Ross, John Baragrey, Mary Michael, Marvin Page
<u>What's The Story</u>	DuM 9pm	Marcy Elias(NY Post), Harriet Van Horne(W-Telegram), Nancy Thompson(Daily News)

THURSDAY SEPTEMBER 6

<u>At Home</u>	ABC 10:30	Betty George
<u>Big Town</u>	CBS 9:30	<u>The Come-Back</u> - by Ed Adamson & Charles Robinson; with Ann Marno, William Neil, Scott Tennyson, Lester Lonergan Jr.
<u>Crime Photographer</u>	CBS 10:30	<u>The Judge Meets A Deadline</u> - by Ben Radin; with Suzanne Dalbert, Edmon Ryan, James Van Dyk, Robert Simon, Martin Balsam, Bettye Louise; Robert Lieb joins the regulars as "City Editor"
<u>Ford Festival</u>	NBC 9pm	Zasu Pitts, Harvey Stone
<u>Garry Moore</u>	CBS 1:30	Dorothy Jarnac
<u>Little Show</u>	NBC 7:30	Nancy Reed(S)
<u>Martin Kane</u>	NBC 10pm	Kip McArdle, Ann Summers, Vinton Hayworth, Calvin Thomas
<u>Not For Publication</u>	DuM 7:45	<u>This Battered Caravanserai</u> - by Roger Gerry; with Grace Carney, Dorothy Sands, Isobel Price
<u>Starlight Theater</u>	CBS 8pm	<u>Act Of God Notwithstanding</u> - by Leonard Lee; adapt by Lawrence Hazard; with Chester Morris, Olive Deering, John McGovern, Michael Higgins, John McKee, Bert Conway
<u>Steve Allen</u>	CBS 12:45	Betty Clooney(S), Harris & Radcliff(C-S-M)
<u>Stork Club</u>	CBS 7:45	John Derek, Joe Williams(Sports Editor, W-Telegram)
<u>T-Men In Action</u>	NBC 8:30	<u>The Case Of The Grateful Partner</u> - by Abe Ginnis; with Robert Emhardt, Jay Barney, John C. Becher, Viola Harris

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FRIDAY SEPTEMBER 7

<u>Big Story</u>	NBC 9pm	<u>The Story Of Reporter Joseph Schoen of the Philadelphia Inquirer</u> - adapt by Jack Bentkover; with Herbert Rudley, Riza Royce, Nellie Burt, Robert Breton, Will Lee, Louis Sorin, Paul Langton, Nola Chilton
<u>Eloise Salutes</u>	DuM 11pm	Margo Jones
<u>Front Page Det(film)</u>	DuM 9:30	<u>Murder Can't Win</u> - with Dani Sue Nolan, Eddie Foster, Lennie Bremen, Al Eben, Brooke Hathaway
<u>Garry Moore</u>	CBS 1:30	Herb Shriner
<u>Hands Of Destiny</u>	DuM 9pm	<u>The Visitor</u> - by Eric James Martin; with Harry Landers, Ralph Dunn, Ivy Bethune, David Kerman, Paul Andor
<u>H'wood Opening Night(film)</u>	CBS 10:30	<u>Hand On My Shoulder</u> - by Paul West & Paul Pierce; with Frank Jenks, Frank Wilcox, Marjorie Lord, William Nicholson, Paul Livermore
<u>Man Against Crime</u>	CBS 8:30	Charles Jordan, John Kane, Lewis Charles, Herbert Ratner, Harold Grau, Marion Nobel
<u>Steve Allen</u>	CBS 12:45	Dolly Barr(roller skater), David Street, The Harmonicaires
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>Errand Boy</u> - by William Tenn, adapt by Mel Goldberg; with Joshua Shelley, Lee Grant, Richard Purdy, Nell Harrison, Joey Walsh, Ward Wilson
<u>We, The People</u>	NBC 8:30	Wendell Phillips(archeologist), Crew of the ship Matagorda, Everett Richter(Skid Row heir), Jimmy Kurriger(boy chef), Mr. & Mrs. Samuel Looker(sexagenarian adventurers), Marilyn Murphy(S), Tony Bavaar(S)

XX

TV FILM COMMERCIALS -- PRODUCTION RECORD

RKO PATHE (NY) - 3 (2 $\frac{1}{4}$ ') & 1 (60") & 4 (20") spots completed for Johnson's Hard Gloss Glo-Coat thru Needham, Louis & Brorby for network program & National Spots; LA & FA with DR & VO.

VAN PRAAG (NY) - 1 (60") & 3 (20") spots completed for Hunter Douglas (Flexalum Aluminum Blinds) thru Doyle,Dane,Bernbach-&-Wyatt & Schuebel; LA & LS

PATHESCOPE (NY) - 1 (60") & 1 (20") completed for Nat'l Associated Hosiery Mills for Nat'l Spot; direct; LA with VO; merchandising tieup with Dept Stores. 2 (60") & 2 (20") completed for Nash thru Geyer,Newell&Ganger for Nat'l Spot; on the Mobilgas economy run; LA with VO. 18 (20") completed for Leisy Beer thru McCann-Erickson for local programs; SA & LA with VO and Music.

CODE: FA - full anima; SA - semi-anima; SM - Stop motion; LS - Lip Synch;
LA - live action; VO - voice over; DR - direct recording; M - music/

FILM PACKAGING ACTIVITY (programs) is recorded on Page 16 in this issue.

MEMORANDUM

TO : THE SECRETARY OF DEFENSE

FROM : THE SECRETARY OF THE ARMY

SUBJECT: [Illegible]

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IN TOWN - POSSIBLE GUEST SHOTS

<p><u>ROSALIE ALLEN</u> Western singer avail TV - AGT: John Gibbs PL 7-5959</p> <p><u>JUDITH ANDERSON</u> - AGT: Charles Abramson, Famous Artists CI 7-6200</p> <p><u>NILS ASTHER</u> in NYC, avail TV - AGT: F. Head, Gibbs Agcy PL 7-5959</p> <p><u>WARNER ANDERSON</u> film actor avail TV - AGT: Jack Lawrence JU 2-3885</p> <p><u>PENNY CARROLL</u> singer avail TV - AGT: Earl Peed PL 7-3726</p> <p><u>MONTGOMERY CLIFT</u> - AGT: Edith Van Cleve, MCA PL 9-7500</p> <p><u>WENDELL COREY</u> - PRESS: Margaret Ettinger MU 8-4842</p> <p><u>ANN CORNELL</u> singer returned from coast avail TV - AGT: Jules Ziegler MU 2-2080</p> <p><u>JOHN DAHL</u> now in NYC, avail TV - AGT: Peter Witt PL 9-7966</p> <p><u>SUZANNE DALBERT</u> French film star avail TV - AGT: Hank Leeds, Johnny Green, Earl Peed Assoc. PL 7-3726</p> <p><u>DIZZY DEAN</u> top shows only - AGT: Jack Lawrence JU 2-3885</p> <p><u>BEVERLY DENNIS</u> comedienne booked thru Buddy Howe, GAC CI 7-7550</p> <p><u>BEVERLY DENNIS</u> legit-film actress ("Take Care Of My Little Girl") AGT: Earl Peed PL 7-3726</p> <p><u>JACQUELINE DE WIT</u> returned from summer theater tour - CONTACT: Doris Sharpe PL 7-0700</p> <p><u>FARLEY GRANGER</u> from coast this week - CON: Martin Davis, Goldwyn Prod'ns PL 7-7900</p> <p><u>CELESTE HOLM</u> - MGR: Lloyd V. Almirall WH 4-4800</p> <p><u>MARGARET LINDSAY</u> - AGT: Jack Lawrence JU 2-3885</p> <p><u>DIANA LYNN</u> - AGT: Joe McGee, Wm Morris JU 6-5100</p> <p><u>MARION MARSHALL</u> singer current film "That's My Boy" - CON: Mort Nathanson, Paramount Pict. BR 9-8700</p> <p><u>CATHY MASTICE</u> Victor recording star - PRESS: Kurt Hofmann PL 3-7676</p>	<p><u>LON MCALLISTER</u> - CON: Milt Goldman MU 7-0606, or Robert Mayberry PL 3-1862</p> <p><u>RODDY MCDOWALL</u> - AGT: Jack Lawrence JU 2-3885</p> <p><u>ROBERT MERRILL</u> from Europe - MGR: Moe Gale PL 7-7100</p> <p><u>ROBERT MONTGOMERY</u> now in NYC - AGT: John Gibbs Agcy PL 7-5959</p> <p><u>DICKIE MOORE</u> film actor avail TV - AGT: William McCaffrey EL 5-1076</p> <p><u>CHESTER MORRIS</u> - AGT: Jeff Hunter, MCA PL 9-7500</p> <p><u>PATRICIA NEWAY</u> ("The Consul") now in NYC for City Center Opera - CON: Ed Vincent, Muriel Francis PL 9-5600</p> <p><u>DONALD NOVIS</u> comic from Australia in several weeks - AGT: Jerry PL 7-6185</p> <p><u>JACK PAAR</u> - AGT: Jack Lawrence JU 2-3885</p> <p><u>JEAN PARKER</u> - AGT: Jack Lawrence</p> <p><u>FLORENCE PRITCHETT</u> - AGT: Priscilla Mor- gan, Liebling-Wood VA 6-3714</p> <p><u>RHUBARB</u> the Hollywood cat - CON: Mort Nathanson, Paramount BR 9-8700</p> <p><u>MARJORIE REYNOLDS</u> - AGT: Jack Lawrence</p> <p><u>ROBERT ROUNSEVILLE</u> from Europe for opera season - PRESS: Isadora Bennett PL 7-3184</p> <p><u>VIRGINIA SALE</u> - AGT: William Morris JU 6-5100</p> <p><u>BILL STERN</u> - PRESS: Arthur Pine VA 6-2680</p> <p><u>JOHNNY STEWART</u> - AGT: Bonnie Alden, Baum- Newborn BR 9-6377</p> <p><u>JOSEPH SCHILDKRAUT</u> - AGT: Peter Witt PL 9-7966</p> <p><u>RANDY TURPIN</u> - AGT: Hanks Leeds, Johnny Green PL 7-3726</p> <p><u>CORNEL WILDE</u> in NYC this week - AGT: MCA</p> <p><u>SHELLEY WINTERS</u> - AGT: Charles Abramson Famous Artists CI 7-6200</p> <p><u>ANNA MAY WONG</u> avail outside TV - AGT: Jack Lawrence JU 2-3885</p>
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"DRILL CALL" ILLUSTRATES ARMED FORCES USE OF TV FOR TRAINING (from Pg 1)

Operations Maverick, telecast Mon evenings on WPIX (NY) during the 1950 season, dealt with the activities of The Army Reserve Corps as part of its recruiting drive.

Pentagon Washington, currently telecast Sun evening, 8:30-9pm from WTTG (Wash) to the net, offers film clips, band and entertainers in cooperation with the Defense Dept.

Headquarters New York, currently telecast Sun aft from 12:45-1pm spotlights Ben Grauer interviewing Armed Forces personnel. In addition many one-time telecasts are presented (Wanted Blood, Strategic Air Command, A Year of War) on pertinent subjects.

One of the best examples of how to train effectively by television is the U.S. Navy's Drill Call (WOR-TV, Thurs, 8-8:30pm), which uses a television broadcast to teach Naval Reserve Recruits a part of their basic training. The program has proved so successful that WOR-TV, which turns over the air time gratis, recently was accorded the 1950 TV Guide Honorable Mention Award for Public Service. Jack Gould, New York Times critic, labeled the program "the most successful educational offering - production-wise -- on the air today."

This half-hour weekly program televised since Oct '50, is produced at the Special Devices Center, Office of Naval Research, Pt Washington, L.I., under the sponsorship of Rear Admiral Walter S. Delaney and the supervision of Capt David Hawkins. Employing a staff of 15 civilians, Drill Call is a fine example of the teamwork possible between military and outside professional workers. The set for the program is a 12,000 square foot studio, closely resembling the average classroom. Students are furnished from the Third Naval District. Equipment includes four cameras, plus all types of lights with overhead catwalks, master control-sound proof room, a sponsor's viewing room and an adjacent film room from which film to be used on the program is integrated. Reportedly costing \$1,000,000, the studio ranks with the better commercial operations in the country.

Importance of the program to the Navy - With the continued expansion of its reserve forces, the Navy was faced with the need to train a large group of men in rapid time. A shortage of instructors added to the difficulty. Drill Call, bringing together reservists from 12 training areas to watch a half-hour telecast as part of a 2-hour instruction program, was the result. Instead of scattering its resources in 12 sections, the Navy found it could give better instruction and bring in many experiments and demonstrations that would have been too costly in duplication. The Navy then picked Gary McHugh, a professional actor and forceful personality, as principal instructor.

Effectiveness of the Program - The night of the program, students in the 12 training areas are assembled before the telecast. They are briefed and PRE-TESTED on the evening's lesson. At air time, instructor McHugh, who memorizes 8 pages of script per program, begins his talk. After the lesson, the reservists are POST-TESTED. Results have been eminently satisfactory, based on the naval grading system which rates 4.0 as a perfect score and 0.0 as the lowest figure. Testing revealed that all students fall within 0.0 to 2.0 grades prior to the telecast and range from 2.0 to 4.0 after the session. Results have proven so satisfactory that the Navy has gone on record with the following statement: "Drill Call has demonstrated that TV is a feasible means of training numbers of reservists quickly, adequately and uniformly." (The show garners a 2.0 Pulse rating, a good figure for this type of program.)

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to the fact as noted above and the fact that the delivery, tobacco,
and other activities are no evidence for tobacco, delivery, and other

On 11/11/50, the following information was received from the
San Francisco Office, dated 11/11/50, regarding the above
mentioned case:

1. The above information was obtained from the files of the Federal Bureau of Investigation, Department of Justice, and is being furnished to you for your information. It is requested that you keep this information confidential and not disclose it to any other person.

One of the best examples of how to train effectively by television is the U.S. Navy's Self-Instructional Navy (S-I-N), which uses a television program to teach naval recruits basic training. The program has been so successful that it has been adopted by other services. The program is presented on television sets in the barracks, and the recruits are encouraged to watch it at their own pace. The program is presented in a series of 12 episodes, each of which covers a different aspect of basic training. The program is presented in a series of 12 episodes, each of which covers a different aspect of basic training. The program is presented in a series of 12 episodes, each of which covers a different aspect of basic training.

This half-hour weekly women's released time Oct '50, is produced at the Naval Training Center, Office of Naval Research, is Washington, D.C., under the sponsorship of Naval Medical Center at Bethesda and the cooperation of Capt. David H. Smith, Executive Officer of the Center. Will Tell is a film example of the teamwork possible between military and civilian medical personnel. The set for the program is a 12' x 12' square room studio, closely resembling the average clinical room. Patients are furnished from the Naval Medical Center, Bethesda including four women, plus all types of lights with overhead, wall, and floor control. Sound is recorded from the main Naval Hospital, Bethesda including four women, plus all types of lights with overhead, wall, and floor control. The set for the program is a 12' x 12' square room studio, closely resembling the average clinical room. Patients are furnished from the Naval Medical Center, Bethesda including four women, plus all types of lights with overhead, wall, and floor control. The set for the program is a 12' x 12' square room studio, closely resembling the average clinical room. Patients are furnished from the Naval Medical Center, Bethesda including four women, plus all types of lights with overhead, wall, and floor control.

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How the Show is Produced - Drill Call provides a full week's work for its staff of 15 civilians with 2 hours of dry rehearsal and 8 hours of studio and camera rehearsal needed. On Monday the script is blocked, props are provided, film to be used in the next show is edited; Tuesday and Wednesday calls for six hours of dry and camera rehearsal; Thursday - day of the show - cue sheets are prepared with two hours devoted to a pre-dress and dress rehearsal. On Friday the staff meets for an evaluation of the previous evening's show and discusses the next week's program.

The August 2nd show, for example, dealt with Watertight Integrity, demonstrating the importance of keeping a ship water-tight during normal operations. The second phase revolved around the need for efficient damage control procedure during normal and combat operations. Instructor McHugh made ample use of pieces of naval equipment, miniature sets and objects, and revolving slides (instead of individual slides, a revolving film strip is employed to avoid the possibility of showing a wrong illustration). A small transparent case divided into three compartments showed how to shift water within the ship when a damaged section permitted ocean water to enter. Effective camera work was demonstrated (2 DuMont and 2 General Electric camera chains and 1 film chain) while lensmen catching the tiniest detail by panning in and blowing up all illustrated items, whether live or part of the revolving film strip. When McHugh pointed out a wrong way of doing something, a big STOP sign flashed on the screen adding visual impact to his oral testimony.

CREDITS

Sponsor: Rear Admiral Walter S. Delaney

Supervisor: Captain David D. Hawkins

Production Manager: Lt Cmdr Robt T. Ames

Producer-Director: Fredric Stange (formerly WPIX)

Technical Director: Nick Scolao

Floor Manager: John Hoben

Sound Effects: Leroy Singer

Scenic Artist: Lars Haug

Art Director: Doug McKinny

Asst Prod-Dir: Stan Potter

Scripts: Bill Workman

Marty Siefert

Ken Thomas

Chester Miller

Stan Potter

Film Sequences: Chester Miller

Casting: By Director

Cast: Gary McHugh, Navy Guest Instructors and occasional actors

Other Armed Forces Activity - In an effort to spur recruiting many branches of the armed forces have tied-in with commercial programs. Last season, the U S Air Force sponsored a half-hour of Roller Derby (10 stations, ABC network) and spent \$106,000 from Jan-May 1951...The U S Army & Air Force jointly sponsored a half-hour of Saturday Night at the Garden and allocated \$50,000 for the period...Next year, after Jan 1, the U S First Army will spend \$65,000 on radio and TV...U S Army and U S Air Force sponsored Red Barber's Clubhouse during 1950 as part of a recruiting drive...WNBT, New York, has carried a series of 20-second station breaks on the Women's Air Force...U S Navy takes one-minute spots when funds are available and personnel is needed...In addition, many stations run spots for various branches of the armed forces as a public service feature. Material, in addition to recruiting, gives advice to veterans on schooling, hospitalization, etc.

TV's Educational Value - With the cooperation of another service unit, the Special Service Center of the Office of Naval Reserves, Fordham University, recently concluded the first in a series of tests on TV's value as an educational medium. Nine naval air stations participated with two series of eight lessons provided. Broadcasts were carried over a special closed-circuit NBC network. Findings showed:

1) Direct Narration is Effective - When the instructor talks directly to the trainees and no dramatizations are used, such programs are superior to local instruction.

2) Animated Film is Effective - TV programs that contain animated motion pic-

11-20-1911
The following is a list of the names of the persons who have been appointed to the various committees of the Board of Education for the year 1911-1912.

The Board of Education has appointed the following committees for the year 1911-1912:

- Committee on the Curriculum: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.
- Committee on the Textbooks: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.
- Committee on the Teachers: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.
- Committee on the Schools: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.
- Committee on the Finance: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.
- Committee on the Buildings: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.
- Committee on the Equipment: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.
- Committee on the Transportation: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.
- Committee on the Miscellaneous: Mr. J. H. Smith, Chairman; Mr. A. B. Jones, Secretary; Mr. C. D. Brown, Mr. E. F. Green, Mr. G. H. White, Mr. I. J. Black, Mr. K. L. Grey, Mr. M. N. Blue, Mr. O. P. Red, Mr. Q. R. Purple, Mr. S. T. Yellow, Mr. U. V. Orange, Mr. W. X. Silver, Mr. Y. Z. Gold.

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tures with the narrative on the film sound track were generally superior to local instruction. A program with a large amount of regular film, however, was not as effective as local instruction.

3) How Dramatic Action and Narration Can Be Effective - Lay stress on coordination between what transpires on the screen and what comes from the sound track.

4) An Hour of Uninterrupted Instruction is Too Long - A question and answer period in the middle and another near the end provides better results.

5) Kinescope vs. Local Instruction

Live TV vs. local instruction: 80% find as good as or better than local instruction.

Kinescope vs. local instruction: 75% find as good as or better than local instruction.

Live TV vs. Kinescope: 84% find kine as effective as live TV.

Granted educators have much to learn from commercial TV practices. Nevertheless, networks and local stations -- through borrowing some of the techniques demonstrated in programs such as Drill Call -- can provide a batch of educational features with wide audience interests. Or, perhaps the solution to the educational TV problem rests logically with a proportion of network activity being devoted to development of closed circuit training facilities.

New York . FILM ACTIVITY . Hollywood

AGVA IS FORMULATING A CODE for closed circuit theater television rates & working conditions, asking for separate payment for each performance & an additional fee for each outlet (theater). AGVA is negotiating with the Knickerbocker Theater operators in Cleveland for scales to be paid performers on a projected filming of the complete vaudeville show each week for future TV use.

KTLA HAS PURCHASED 129 FILMS from Motion Pictures For Television, Inc. (The Flamingo-Associated Artists-Matty Fox combine), with the package including 47 Eagle Lion features, 16 John Wayne westerns, 27 Monogram features, 26 Monogram westerns & 13 independent productions. The distribution firm also announced that it had taken over distribution of two packages - Top Views in Sports & Adelaide Hawley's Women's Page - which have until now been handled by United Artists TV syndication department.

NBC-TV TO SYNDICATE DONLEVY IN "DANGEROUS ASSIGNMENT" - Second film series to receive NBC-TV syndication

is "Dangerous Assignment" the adaptation of the network's radio series. It will star Brian Donlevy. Reported budget of \$18,000 per for 26 half-hour episodes puts the series right up with the other NBC-TV property, Texas Rangers. Don Sharpe, packager of the Donlevy series may also get an NBC-TV release for a Roz Russell series.

CROSBY STARTS FILMING "REBOUND" - Bernard Girard goes into production with the first six "Rebound" films (formerly titled "Cry of the City") for Bing Crosby Enterprises on September 4th. 39 films in all are scheduled, even though no sponsorship has been set.

UNITED TELEVISION PROGRAMS WILL HANDLE KLING (Chicago) - Kling Studios has awarded distribution of several TV film packages to UTP, including "Old American Barn Dance", which will be sponsored in 9 markets by Imdrin. A Vaughn Monroe thr kid show is included.

There is no evidence of any other persons who were present at the time of the shooting.

1. The first group of people who were interviewed were the members of the family who were living in the house at the time of the murder. They were interviewed separately and their statements were taken down in writing. The statements of the family members were then compared with each other and with the statements of the other witnesses. The statements of the family members were found to be consistent with each other and with the statements of the other witnesses. The statements of the family members were also found to be consistent with the evidence found at the scene of the murder. The statements of the family members were therefore accepted as reliable evidence.

1. The first part of the paper is devoted to the study of the properties of the function $f(x)$ defined by the equation

1977

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

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1. The first of these is the fact that the majority of the population of the United States is now living in urban areas. This is a result of the process of urbanization, which has been going on since the beginning of the 20th century. The process of urbanization is the movement of people from rural areas to urban areas. This movement is caused by a number of factors, including the search for better living conditions, the desire for education, and the need for employment. The process of urbanization has led to the growth of large cities and the decline of small towns. This has had a number of effects on the United States, including the concentration of wealth and power in urban areas, the loss of rural life, and the development of a new urban culture.

1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator who is responsible for the study. The next step is the formulation of a hypothesis, which is a statement that can be tested. The third step is the design of the study, which involves the selection of the subjects, the measurement of the variables, and the control of the extraneous variables. The fourth step is the collection of data, which is done by the investigator or by a trained observer. The fifth step is the analysis of the data, which is done by the investigator or by a computer. The sixth step is the interpretation of the results, which is done by the investigator. The final step is the reporting of the results, which is done by the investigator or by a journal.

Ross Reports

ON TELEVISION PROGRAMMING

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NEWS ED: David B. Graham
TALENT : Gordon Leigh

VOL. 3 NO. 7
SUPPLEMENT D

SEPTEMBER 9-15, 1951

DAYTIME SELLOUT OF KATE SMITH, GARRY MOORE
GIVES TV NETWORKS STRONG ARGUMENT FOR PARALLELING AM PATTERN
Even Morning Time Slots "Not Safe"

Next step...."rise & shine" television! If sponsor activity continues at its present pace, the networks will indeed have cause to move into a round the clock schedule. Not that they haven't been kicking around the idea for some time. Indeed, "Variety" - a showbusiness trade paper - has just reported that NBC-TV is not only completing plans for a definite 7 to 9am cross-the-board schedule, but also that post-midnight formats are under discussion.

All this is undoubtedly cued by two almost simultaneous announcements that both the Kate Smith Show, returning on KBC-TV Monday(10) 4-5pm M-F, and the Garry Moore Show on CBS-TV 1:30-2:30pm M-F have the SRO sign hung out for all 20 quarter hours. Best argument to reluctant sponsors are the listings below:

KATE SMITH

Mon 4-4:15pm	Procter & Gamble (D-F-S)
4:15-4:30	Pillsbury (Burnett)
4:30-4:45	Chesebrough (McCann-Er'n)
4:45-5	Cannon Mills (Ayer)
Tue 4-4:15pm	Procter & Gamble (B&B)
4:15-4:30	Simmons Mattress (Y&R)
4:30-4:45	Knemark(Esquire) (Mogul)
4:45-5	Singer Sewing (Y&R)
Wed 4-4:15pm	Procter & Gamble (D-F-S)
4:15-4:30	Andrew Jergens (Orr)
4:30-4:45	Durkee Foods (Meldrum&Few)
4:45-5	Gerber Foods (Federal)
Thu 4-4:15pm	Procter & Gamble (B&B)
4:15-4:30	Simoniz (SSC&B)
4:30-4:45	Minute Maid (Ted Bates)
4:45-5	Hunt Foods (Y&R)
Fri 4-4:15pm	Procter & Gamble (D-F-S)
4:15-4:30	Jergens (Orr)
4:30-4:45	Glidden Paints (Y&R)
4:45-5	Hunt Foods (Y&R)

GARRY MOORE

Mon 1:30-1:45	General Electric (Y&R)
1:45-2pm	Standard Brands (Compton)
2-2:15	Procter & Gamble (Compton)
2:15-2:30	R.J. Reynolds (Esty)
Tue 1:30-1:45	Best Foods (Earle Ludgin)
1:45-2pm	Junket Foods (McCann-Er'n)
2-2:15	Procter & Gamble (Compton)
2:15-2:30	Corn Products (C L Miller)
Wed 1:30-1:45	General Electric (Y&R)
1:45-2pm	Standard Brands (Compton)
2-2:15	Procter & Gamble (Compton)
2:15-2:30	R.J. Reynolds (Esty)
Thu 1:30-1:45	Best Foods (Earle Ludgin)
1:45-2pm	Junket Foods (McCann-Er'n)
2-2:15	Procter & Gamble (Compton)
2:15-2:30	Quaker Oats (Price, Rob'n)
Fri 1:30-1:45	General Electric (Y&R)
1:45-2pm	Standard Brands (Compton)
2-2:15	Procter & Gamble (Compton)
2:15-2:30	R.J. Reynolds (Esty)

As part of its general expansion, ROSS REPORTS next week moves to larger quarters at 15 East 47th Street, New York - PLaza 9-3870. Please make this change on all records. However - direct all calls & mail this week to our present telephone & address.

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(9) ABC(Ch7) -- 7-7:30pm; RETURN; Paul Whiteman Revue; from WJZ-TV to 27 sta plus 13 kine; Sponsor - Goodyear thru Young & Rubicam; Producer-Dir-Casting - Richard Eckler Y&R; Choreography - Frank Westbrook; Choral conductor - Ray Porter; Paul Whiteman MC's variety show with regular singers Maureen Cannon and Earl Wrightson; first program has as guest Frances Langford and will feature Gershwin's "Rhapsody in Blue" in its entirety for the first time on TV, and other Gershwin music.

CBS(Ch2) -- 6-6:30pm; DEBUT; The Big Question; from WCBS-TV (on film) to the net; Sustaining; Produced by CBS-TV News & Public Affairs Dept; Moderator & Host - Charles Collingswood; format will vary from week to week, ranging from interviews to panel discussions and from "live" presentations to filmed specials, with the purpose of spotlighting national and international issues; first program will show delegates to the San Francisco Conference discussing the Japanese Peace Treaty.

7:30-8pm; RETURN; This Is Show Business; from WCBS-TV to 33 sta plus 19 kine; Sponsor - American Tobacco(Lucky Strike) thru BBD&O; Producer - Irving Mansfield CBS; Director - Byron Paul CBS; Music - Hank Sylvern orch; MC Clifton Fadiman with regular panelists, Sam Levenson & George S. Kaufman, and name guests advising talent; first week Eva Gabor is guest panelist, with Jack.E. Leonard, Isabel Bigley and Georgie Tapps as performing guests.

9-10pm; RETURN; Fred Waring Show; from WCBS-TV to 26 sta plus 22 kine; Sponsor - General Electric thru Young & Rubicam; Superv-Prod Ed Duerr Y&R; Director-Casting - Bob Banner at Waring; Pkgr- Waring; Fred Waring, MC, will use guest stars around whom the weekly program will be built; regulars in company include singers Jane Wilson, Joanne Wheatley and Joe Marine, comedienne-singer Daisy Bernier, dancer Nadine Gae & Marc Breaux, boy-and-girl team Keith and Sylvia Textor, comic Hugh "Uncle Lumpy" Brannum, and duo-pianist Morley and Gearhart.

DuM(Ch5) -- 1-1:30pm; NEW TIME; Johnny Olsen's Rumpus Room; from WABD to 2 sta; Sponsor - Premier Foods thru Peck Agcy; Superv - Art Daly, Peck; Prod - Don Blauhut, Peck Dir - Harry Coyle DuM; Music - Bob Greiner at organ; Johnny & Penny Olsen conduct games with prizes for women & children; program had been on from 12:30-1pm;.....Other time changes include "Take the Break" with Don Russell was 1-1:30pm now 12:30-1pm, "For Your Information" with Heler Faith Keane was 12:15-12:30pm now 12-12:15pm, "Mid-day Headlines" was 12n-12:15pm now 12:15-12:30pm.

NBC(Ch4) -- 8-9pm; RETURN; Colgate Comedy Hour - Eddie Cantor; from WNBT to 39 sta plus 16 kine; Sponsor - Colgate-Palmolive-Peet(Ajax & Halo) thru Sherman & Marquette and (Colgate Dental Cream & Palmolive Soap) thru Ted Bates; Superv - Sam Fuller NBC; Prod-Dir - Manning Ostroff at Wm. Morris; TV Dir - James C. Jordan, Jr. NBC; Music - Al Goodman Orch; Choreography - Edith Barstow; Eddie Cantor stars with guests Cesar Romero, actor, Barbar Ashley, singer, (singing Fanny Brice's famous "My Man"), and comedian-actors Stanley Prager and Bill Gray.

Mon(10)ABC(Ch7) --- 8-8:30pm; DEBUT; Author, Author!; from WJZ-TV to the net; Sustaining; Producers - Philip Messing & Philip Schaffer, T-Ventures; Dir - James Furness ABC; Marc Connolly will moderate the program with Gilbert Seldes, Charles Sherman and Dorothy Fields as panel judges first week, after which Harriet Van Horne will be a regular in place of Miss Fields; program will accept stories by aspiring writers, and those accepted will be used for dramatic sequences on the show; Casting - Al Grossman.

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Mon(10)ABC(Ch7) -- 12noon-1pm; DEBUT; The Frances Langford-Don Ameche Show; from WJZ-TV to 14 sta plus 11 kine; Sponsors - Participations: Cliquot Clu thru Frank Weston(Providence), E.I. DuPont de Nemours(Orlon Div o Rayon Dept) thru BBD&O and Cory Corp thru Dancer-Fitzgerald-Sample; Exec Prod - Ward Byron ABC; Prod-Dir - Roger Key ABC; TV Dir - Robert Massell ABC; Asst Dir - Gertrude Tipper & Jack Sammath; Casting - Selma Wickers(ABC Little Theater); Music Dir - Tony Romano orch; Art Director - James McNaughton; Production Designer - Romain Johnston; Graphic Arts Dir - Art Rankin; both Miss Langford and Mr. Ameche will act as MC's in addition to singing solos and duets; Cynthia and Jack Lemmon will act in a daily skit about the trials and tribulations of a young married couple with asides by the stars; also audience participation segment and interviews of guest stars who are to perform.

NBC(Ch4) -- 4-5pm Mon thru Fri; RETURN; Kate Smith Hour; from WNBT to the net; Sponsor - Participations: See Page1; Producer - Ted Collins; Assoc Prod - Barry Wood NBC; Dir - Greg Garrison & Bob Eberle NBC; Scripts - Dorothy Daye, Ed Brainard, Mel Diamond & Bill Jacobson; Music Dir - Jack Miller; Choreography - John Butler; Set Designers - Emeline Roche, Larry Kline and Don Shirley; Kate Smith MC's and sings, Ted Collins moderates panel discussions, interviews guests and appears in comedy sketches; format includes dramatic sketches, variety acts and guest stars; regulars are John Butler Dancers & Jack Allison Singers.

9:30-10:30pm; alt Mon; RETURN; Lucky Strike Theater; from WNBT to the net; Sponsor - American Tobacco(Lucky Strike) thru BBD&O; Prod- Robert Montgomery NBC; Dir - Norman Felton NBC; Production Superv - Joseph Bailey, Neptune Prod'ns; Pkgr - Neptune; Casting - Marjorie Morrow; adaptations of motion pictures and important literature; Robert Montgomery appears as host, and occasionally stars in the dramatizations & also uses other big name stars; Designer - Syrjala.

Tue(11)ABC(Ch7) -- 8-8:30pm; RETURN; Charlie Wild, Private Detective; from WJZ-TV to the net; formerly on CBS; Sponsor - Mogen David Wine thru Weiss & Geller; Pkgr- Larry White; Prod - Herbert Brodtkin at White; Dir - Len Valenta at White; mystery drama with John McQuade in the title role.

DuM(Ch5) -- 10-10:30pm; NEW TIME; Hands of Destiny; from WABD to 2 sta plus 7 kine; Sponsor - Coca Cola Bottlers of NY thru Wm Esty; Producer - Charles Parsons DuM; Dir - Pat Fay DuM; Casting - Elizabeth Mears DuM; features mystery, psychological and suspense dramas; formerly was seen on Friday 9-9:30pm.

NBC(Ch4) -- 3:30-4pm; Tu & Th; DEBUT; Bill Goodwin Show; from WNBT to 34 sta plus 17 kine; Sponsor - General Electric thru Y&R; Superv- Ed Duer Y&R; Pkgr - Louis G. Cowan in assn with Alfred L. Hollander; TV Dir - David Crandall; Stager & Writer - Bob Quigley; Additional material - Fred Fox; Bill Goodwin, MC, with Eileen Barton & Roger Dann as regulars, with Joey Bushkin at the piano. Sherman Marks produces for Cowan.

Wed(12)NBC(Ch4) -- 8-9pm; HIGHLIGHT; Irving Berlin's Salute to America; from WNBT to the net; Sponsor - Red Cross Shoes thru Stockton, West & Burkhart Prod - Leo Morgan at Wm Morris; Dir - Robert Sidney; Writer - Goodman Ace; Music Dir - Al Goodman orch & chorus; Irving Berlin stars in a special production built around his "God Bless America"; co-starred will be Tony Martin, Dinah Shore & Margaret Truman with dancers Bill Callahan and Kathryn Lee, the Bil and Cora Baird Marionettes, rhythm dancer Teddy Hale, and an honor guard of 24 Third Division soldiers singing "This is the Army, Mr. Jones."

Thu(13)DuM(Ch5) -- 9-9:30pm; RETURN; The Adventures of Ellery Queen; from WABD to 12 sta plus 5 kine; Sponsor - Kaiser-Frazer thru Wm Weintraub; Pkgr- Prod-Casting - Norman & Irving Pincus; Dir - Donald Richardson for Pincus; Lee Bowman stars in title role as well-known fictional writer-criminologist.

1. The first of these is the fact that the majority of the population of the United States is of European descent. This is a fact which has been recognized for many years, and it is one of the reasons why the United States has been able to maintain its position as a world power. The second of these is the fact that the United States has a large and powerful navy. This is a fact which has been recognized for many years, and it is one of the reasons why the United States has been able to maintain its position as a world power. The third of these is the fact that the United States has a large and powerful army. This is a fact which has been recognized for many years, and it is one of the reasons why the United States has been able to maintain its position as a world power.

1. The first of these is the fact that the majority of the population of the United States is now living in urban areas. This is a result of the process of urbanization, which has been going on since the beginning of the 20th century. The process of urbanization is the movement of people from rural areas to urban areas. This movement is caused by a number of factors, including the search for better living conditions, the desire for education, and the need for employment. The process of urbanization has led to the growth of large cities and the decline of small towns and villages. This has had a significant impact on the way of life in the United States. The majority of the population now lives in cities, which are characterized by a high density of people and a high level of economic activity. This has led to the development of a new way of life, which is based on the use of modern technology and the pursuit of material wealth. The process of urbanization has also led to the development of a new social structure, which is based on the division of labor and the specialization of skills. This has led to the development of a new class system, in which the majority of the population is employed in the service sector and the minority is employed in the manufacturing sector. This has led to the development of a new social hierarchy, in which the majority of the population is at the bottom and the minority is at the top. The process of urbanization has also led to the development of a new culture, which is based on the values of individualism and materialism. This has led to the development of a new way of thinking, which is based on the pursuit of personal happiness and the accumulation of wealth. The process of urbanization has also led to the development of a new way of life, which is based on the use of modern technology and the pursuit of material wealth. This has led to the development of a new social structure, which is based on the division of labor and the specialization of skills. This has led to the development of a new class system, in which the majority of the population is employed in the service sector and the minority is employed in the manufacturing sector. This has led to the development of a new social hierarchy, in which the majority of the population is at the bottom and the minority is at the top. The process of urbanization has also led to the development of a new culture, which is based on the values of individualism and materialism. This has led to the development of a new way of thinking, which is based on the pursuit of personal happiness and the accumulation of wealth.

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It is a very long letter, and it contains a great deal of information about the state of the country at that time. It is a very important document, and it is one of the most interesting documents in the collection.

1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator who is responsible for the study. The next step is to collect data. This is done by the investigator who is responsible for the study. The next step is to analyze the data. This is done by the investigator who is responsible for the study. The next step is to interpret the data. This is done by the investigator who is responsible for the study. The next step is to report the results. This is done by the investigator who is responsible for the study.

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SECRET

THIS WEEK(Continued)

Fri(14)DuM(Ch5) -- 9-9:30pm; NEW TIME; Down You Go; from WGN-TV(Chi) to the net; Sponsor - P.Lorillard(Old Gold) thru Lennen & Mitchell; Panel quiz show with Dr. Bergen Evans as moderator had been in "Ellery Queen" time slot on Thursdays during the mystery program's summer hiatus.

Sat(15)NBC(Ch4) -- 8-9pm; DEBUT; All Star Revue - Olsen & Johnson; from WNBT to the net; Sponsor - Participations: Kellogg's(Variety Pack, Pep, Raisin Bran, Shredded Wheat) thru Kenyon & Eckhardt, Pet Milk thru Gardner, Snow Crop thru Erwin, Wasey; Producer - Leo Morgan at Wm Morris; Assoc Prod - Wm Harmon at Morris; TV Dir - Sidney Smith; Music Dir - Milton de Lugg orch; Olsen & Johnson star with The Dunhills, three male dancers, and Two Ton Tessie O'Shea, from England, in her first U.S. TV appearance.

LAST WEEK'S NETWORK CHANGES

ABC - Goodyear Summertime Revue; LAST SHOW SEPT 2; Sun 7-7:30pm; from WJZ-TV to the net; Sponsor - Goodyear thru Y&R; was summer replacement for "Paul Whiteman's Revue"; Prod - Wm Brown, Jr. Y&R; Dir - Richard Eckler Y&R; Earl Wrightson was MC with Maureen Cannon, Glenn Osser & Whiteman orch, Ray Porter's singing chorus and choreography by Bob Herget.

CBS - Go Lucky; LAST SHOW SEPT 2; 7:30-8pm; from WCBS-TV to the net; was summer replacement for "This is Show Business"; Sponsor - Amer Tobacco(Lucky Strike) thru BBD&O; Pkgr - Louis G. Cowan; Prod - Herbert Moss for Cowan; Dir - Jerome Schnur CBS; comedy-quiz series starring Jan Murray.

NEWLY ANNOUNCED NETWORK FUTURES

Sept 17 - CBS - Mel Torme Show; Mon thru Fri 4:30-5pm; from WCBS-TV(COLOR) to the net Sustaining; Producer - Bob Bach CBA; Dir - Ben Magnes CBS; Mel Torme stars, with Peggy King, vocalist, Ellen Martin, dancer, Monsieur Crayon, artist, Al Pellegrino, pianist and the Red Norvo Trio.

Sept 24 - ABC - The Amazing Mr. Malone; Mon 8-8:30pm; from WJZ-TV to the net; Sponsor- Seiberling Rubber Tires thru Meldrum & Fewsmith(Cleveland); Pkgr - Bernard Schubert; Prod-Dir - Edgar Peterson for Schubert; Lee Tracy will star in the role of a criminal lawyer who takes on cases he believes in; original character created by Craig Rice; four writers will be assigned to the show.

Oct 11 - ABC - Herb Shriner Show; Thur 9-9:30pm; from WJZ-TV to the net; Sponsor - Cluett Peabody(Arrow) thru Y&R; will sponsor comedy-variety show each week until alternate sponsor can be obtained; no production details yet.

Oct 15 - CBS - I Love Lucy; Mon 9-9:30pm; from KTSL(LA) to the net; Sponsor - Philip Morris thru Blow; Producer - Jess Oppenheimer CBS; Director - Marc Daniels CBS; Lucille Ball & Desi Arnaz will play a married couple in a series closely paralleling their own careers; Writers - Jess Oppenheimer, Bob Carroll & Madeline Pugh. (See next page for film details)

Indef - NBC - Fred Allen Show; M,W,F 7:30-7:45pm; from WNBT to the net; William Morris Agency is reportedly packaging a new show for Allen starting late in October or early in November.

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SPONSOR ACTIVITY

CBS - Crime Photographer; Thur 10:30-11pm; Commencing Sept 27 Prom Cosmetics thru Tatham-Laird will sponsor alternate weeks; current bi-weekly sponsor is Carter Products thru SSC&B.

Live Like a Millionaire; Fri 10-10:30pm; beginning Sept 21 Grove Laboratories will sponsor on alternate weeks; General Mills is current bi-weekly sponsor.

NYC LOCAL ACTIVITY

WNBT - Boston Blackie; DEBUT SEPT 10; Mon 10:30-11pm; (on film); Sponsor - Ford Dealers of NY thru J. Walter Thompson; Film produced in Hollywood by Ziv, stars Kent Taylor in title role, with other regulars including Lois Collier and Frank Orth; Sponsored on spot basis in other markets.

WOR-TV- TV Telephone Game; RETURN SEPT 10; Mon thru Fri 3:30-4pm; formerly on ABC & CBS; Sponsor - Participations; Pkgr-Prod - Harry S. Goddman; audience participation game with Rusty Arden and George McBryde as MC's.

Dance to Fame Contest; DEBUT SEPT 16; Sun 10:30-11pm; Sponsor - MacLevy Dance Studios; Prod-Dir - Henry Weinstein; Co-Prod - Art "Pancho" Raymond, who is also MC; amateur ballroom dancers compete in four types of dancing with winners meeting in semi-finals every fifth week and finals every tenth week; panel of judges includes a MacLevy instructor, a civic leader and a showbusiness personality.

HOLLYWOOD LOCAL ACTIVITY

DESILU PRODUCTIONS has started filming at General Service Studios on the CBS-TV series, I Love Lucy, with Lucille Ball and Desi Arnaz, scheduled for an October 15 debut (see FUTURES on Pg 4). Additions to the supporting cast are Bill Frawley and Vivian Vance.

VOGLIN CORP has filmed a Bigelow Theater episode, just completed. Jerry Fairbanks did the first seven of the new series.

FLYING A has lost the services of George Raft, who was to have made the Rocky Jordan series, a CBS-TV package.

KTLA has added 7½ hours per week to its schedule, now taking the air at 3:30pm. The Hollywood Reporter tears into the station's dominance of past ratings, however with columnist Dan Jenkins claiming that it's not the programs but rather the strong signal that's accountable. Jenkins predicts that increases in other stations' power occasioned by their move of antennae to Mt. Wilson, plus the incoming cable shows, will knock down the KTLA leadership before the year's out.

SWITCH - Haan Tyler, manager of KFI-TV until recently, moves to KFI radio as general sales manager. Radio is better than ever.

WILLIAM BROIDY starts his new series of "Wild Bill Hickock" TV films September 14.

RALPH BRANTON has brought a former Horace Heidt production executive, Lee Savin, from New York to produce the halfhour Raffles series starring George Brent.

HATTIE McDANIEL's serious illness holding up production on the Beulah series on the Hal Roach lot, with Louise Beavers a possible replacement.

- more film activity, next page -

SECTION 1

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SECTION 2

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SECTION 3

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12. The twelfth section of the Act provides that the Secretary of the Interior shall have the honor to receive and receive the same.

13. The thirteenth section of the Act provides that the Secretary of the Interior shall have the honor to receive and receive the same.

10 TOP TV FILM PRODUCERS FORM ASSN -- Report from Hollywood is that ten top TV film producers have organized an association in defiance of the National Society of Television Producers, headed by Lou Snader. Such established firms as Jerry Fairbanks, Flying A Productions, William F. Broidy, Ziv, TCA (Abbott & Costello), Frank Wisbar, Bing Crosby Enterprises, Roy Rogers, Primrose, and Screen Associates make up the combine, according to a report in Daily Variety. The association will be supported by initiation and dues.

SAG CANCELS LIPPERT TV CONTRACT -- Sale of 26 feature pictures produced since August 1948 to KTLA Los Angeles by Robert L. Lippert, has resulted in an announcement that unless Lippert negotiates a new contract with the union, no member of the Screen Actors Guild will be permitted to work for him after November 3. Existing contract between the union & Lippert will be cancelled then.

TV PLUGS HELP "FIVE" BREAK THEATER RECORD -- Television exploitation, including a week of guest shots by Arch Oboler on Los Angeles TV stations plus a half-hour coverage by KTTV of the August 29th premier, has been credited by Hollywood publicist, Arthur Jacobs, with responsibility for a record-breaking \$1300 opening day. UA's Fred Stein termed it the biggest opening day at the Four Star Theater since "Hamlet".

EDWARD SMALL SELLING 26 FILMS TO KTTV -- In what has been announced by Hollywood Reporter as a two-year deal, Edward Small is reported as selling 26 of his United Artists releases to KTTV for local telecasting. A cash payment plus percentage on sponsor sales is the reported financial deal for the group, which includes "Last of the Mohicans", "My Son, My Son", "The Count of Monte Cristo", "Man in the Iron Mask" & "South of Pago Pago". Results will influence similar local deals by Small, it is reported.

SCREEN GEMS - UPA COMBINE FINALIZED -- Announcement has been made of the merging of commercials activities by Screen Gems, the NY Columbia Pictures TV subsidiary, and United Productions of America, the animation firm which first earned acclaim with its "Gerald McBoing-Boing" theatrical cartoon. Screen Gems will handle sales for the combine, which will be known as the Screen Gems division of UPA.....trade reports last week had Columbia prepared to lay out up to \$400,000 for production facilities in the East, but a deal will probably soon be announced, whereby existing facilities will be taken over on a rental basis. Ralph Cohr of Screen Gems has announced that \$150,000 has been set aside for the UPA division.

- more on Page 5 -

COMMERCIALS ACTIVITY

PATHESCOPE (NY) - 2 (60") & 2 (20") completed for General Cigar (White Owl) thru J Walter Thompson; animation in a live action framework, featuring Mr. White Owl and flavor control in smoking.

12 (20") completed for Coca-Cola thru D'Arcy for local spot & programming; live action with rear screen projection of seasonal backgrounds; for use by individual bottlers.

HARTLEY (NY) - 3 (60") completed for Stoppers thru Walter Weir; nat'l spot & local participations; live action demonstrations of the product's use.

SARRA (NY) - 2 (20") & 1 (60") for Kentile thru Ruthrauff & Ryan; Live action & anima
3 (90") & 3 (60") completed for Palmolive Soap thru Ted Bates; nat'l spot

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ADDITIONAL INFORMATION

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PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		
<u>FRIDAY SEPTEMBER 7</u>		
<u>Cavalcade Of Stars</u>	DuM 10pm	Jan Pearce, Darla Hood(S), Maurice Rocco(M)
<u>Crime With Father</u>	ABC 9pm	<u>The Baby Sitter</u> - by Lawrence Menkin; with Stephen Elliott, Ruth Manning, Joseph Boland, Rosalind Green
<u>Mohawk Showroom</u>	NBC 7:30	Alan Dale

****Other shows on this date were listed in last week's issue.

<u>SATURDAY SEPTEMBER 8</u>		
<u>All Star Revue</u>	NBC 8pm	Ezio Pinza, MC; with Herb Shriner, Ben Blue, Jane Froman, Ed Wynn, Olsen & Johnson; Guests via film: Jimmy Durante, Danny Thomas, Jack Carson
<u>Art Ford</u>	NBC 7:30	Kay Armen
<u>Big Top</u>	CBS 12N	The Oliveros(acro), Ray Royce(unicyclist-juggler)
<u>Faith Baldwin Thtr</u>	ABC 12:30	<u>We Have These Hours</u> - adapt by William Noble; with Sarah Churchill, William Greaves, William Daniels, John O'Hare, Dulcy Jordan, Chester Stratton, Hugh Thomas, David Leland
<u>Faye Emerson</u>	CBS 9pm	<u>Salute To Los Angeles</u> - with Buster Keaton, Lina Romay, Dane Clark, Edith Fellows, Lon McAllister
<u>H'wood Junior Circus</u>	ABC 10:30am	Poodles Hanneford Family(equestrian acro), Marie Louise & Charles(trapeze), Bill Hughes & Blackie
<u>Patricia Bowman</u>	CBS 6:45	Patricia Bowman returns; Kenny Bowers(C) guests
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : Michael Domico(D), Chet Clark(harmonica), Sybil Lamb(S); <u>Robert's Cue</u> : John Kriza & Beverly Barsanti(D); <u>Buyers</u> : Mayor Smock(Asbury Park, NJ), Lucia Chase (Ballet Theater), Mervin Nelson(producer of <u>Curtain Going Up</u> , new legit musical)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest singers</u> : Fran Warren, Bob Haymes; <u>Judges</u> : Al Hoffman, Russ Morgan, Nick Kenny

<u>SUNDAY SEPTEMBER 9</u>		
<u>Author Meets Critics</u>	NBC 10:30	<u>Saturday's Hero</u> - motion picture released through Columbia Pictures, represented by Paul Lazarus; Bob Cooke(for), Bill Slater(against)
<u>Celebrity Time</u>	CBS 10pm	Fran Warren, Chester Morris
<u>Colgate Comedy Hour</u>	NBC 8pm	Eddie Cantor, MC; Cesar Romero, Barbara Ashley(S), Stanley Prager & Bill Gray(C)
<u>Goodyear Revue</u>	ABC 7pm	Frances Langford

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

SUNDAY SEPTEMBER 9(Continued)

<u>Fred Waring</u>	CBS 9pm	June Havoc in 'Gladiola Girl' scene from <u>Lend An Ear</u>
<u>Gabby Hayes</u>	NBC 5pm	<u>Civil War Interlude</u> - with Wright King, Ray Boyle, Will Hare, Frances Waller, Rod Steiger
<u>Leave It....Girls</u>	NBC 7pm	Wally Butterworth, Sylvia Sidney, Florence Pritchett, Eloise McElhone, Dorothy Kilgallen
<u>Man Of The Week</u>	CBS 5:30	'Mr. X'(former colonel in Soviet Air Force)
<u>Meet The Press</u>	NBC 4pm	Hugh Gaitskell, guest; <u>Panel</u> : Ernest K. Lindley (Newsweek), May Craig(Portland Maine Press-Herald), Robert Waithman(London News Chronicle)
<u>Nose For News</u>	WOR 7:45	Robert H. Prall & Norton Mockridge(W-Telegram)
<u>Philco Playhouse</u>	NBC 9pm	<u>Woman Of Intrigue</u> - by Arthur Kurlan; with Madeleine Carroll, Murray Matheson, Philip Friend, Anthony Dawson, Robin Craven, Jennifer Punker, Grant Gordon, Helen Wagner, Sandy Kenyon, Malcolm Keane, Irving Winter, Peter Norman, Bud Howell, William Whitman, Robert Christopher, Robert Carricart, Francis Compton, Frank Silvera, Charles Aidman, Fred Corcelli, John Denny, Ann Hammer, Leonardo Cimino, Mario Gallo, Mike Gazzo, Frank Markow, Rita Bass, Garry Walberg
<u>Rocky King</u>	DuM 9pm	<u>Jewel Song</u> - with Gloria McGhee, Joe Downing, Will Scholz
<u>Star Of The Family</u>	CBS 6:30	Paul Hartman, Nancy Walker, Marcia Van Dyke, The Martin Brothers(puppeteers)
<u>Super Circus</u>	ABC 5pm	Hills' Elephants, Larry & Lynn(unicyclists), The Marcus Trio(jugglers), Franklyn & Astriel(acro)
<u>Toast Of The Town</u>	CBS 8pm	<u>The Oscar Hammerstein Story</u> - Part I; with Dolores Gray, Robert Merrill, Mimi Benzell, Nanci Crompton
<u>Trapped</u>	WOR 10pm	<u>The Collector</u> - with Malcolm Lee Beggs, Leonard Stone, Billie Boze

MONDAY SEPTEMBER 10

<u>Author, Author</u>	ABC 8pm	<u>Love Story</u> - by Robert Latta; with Kermit Murdock, Virginia Dwyer, Ethel Wilson; <u>Panel</u> : Gilbert Seldes, Dorothy Fields, Charles Sherman
<u>Gallery...Liu-Tsong</u>	DuM 8:30	<u>The Spreading Oak</u> - with Norman Barr, Claude Horton, Garrison Sherwood, Edith King, Sheilah Bromley
<u>Garry Moore</u>	CBS 1:30	Kirkwood & Goodman
<u>H'wood Screen Test</u>	ABC 7:30	Margaret Lindsay, guest; James Van Dyk, Jean Hayworth
<u>Kate Smith</u>	NBC 4pm	Benny Fields, Ethel & Albert(comedy sketch)
<u>Steve Allen</u>	CBS 12:45	Russ Morgan, J. Fred Coots

General Ledger

Jan 1 Balance	100.00	100.00
Jan 2 Sales	50.00	50.00
Jan 3 Purchases	20.00	20.00
Jan 4 Sales	75.00	75.00
Jan 5 Purchases	30.00	30.00
Jan 6 Sales	60.00	60.00
Jan 7 Purchases	40.00	40.00
Jan 8 Sales	80.00	80.00
Jan 9 Purchases	50.00	50.00
Jan 10 Sales	90.00	90.00
Jan 11 Purchases	60.00	60.00
Jan 12 Sales	100.00	100.00
Jan 13 Purchases	70.00	70.00
Jan 14 Sales	110.00	110.00
Jan 15 Purchases	80.00	80.00
Jan 16 Sales	120.00	120.00
Jan 17 Purchases	90.00	90.00
Jan 18 Sales	130.00	130.00
Jan 19 Purchases	100.00	100.00
Jan 20 Sales	140.00	140.00
Jan 21 Purchases	110.00	110.00
Jan 22 Sales	150.00	150.00
Jan 23 Purchases	120.00	120.00
Jan 24 Sales	160.00	160.00
Jan 25 Purchases	130.00	130.00
Jan 26 Sales	170.00	170.00
Jan 27 Purchases	140.00	140.00
Jan 28 Sales	180.00	180.00
Jan 29 Purchases	150.00	150.00
Jan 30 Sales	190.00	190.00
Jan 31 Purchases	160.00	160.00
Feb 1 Balance	200.00	200.00
Feb 2 Sales	60.00	60.00
Feb 3 Purchases	25.00	25.00
Feb 4 Sales	85.00	85.00
Feb 5 Purchases	35.00	35.00
Feb 6 Sales	70.00	70.00
Feb 7 Purchases	45.00	45.00
Feb 8 Sales	95.00	95.00
Feb 9 Purchases	55.00	55.00
Feb 10 Sales	105.00	105.00
Feb 11 Purchases	65.00	65.00
Feb 12 Sales	115.00	115.00
Feb 13 Purchases	75.00	75.00
Feb 14 Sales	125.00	125.00
Feb 15 Purchases	85.00	85.00
Feb 16 Sales	135.00	135.00
Feb 17 Purchases	95.00	95.00
Feb 18 Sales	145.00	145.00
Feb 19 Purchases	105.00	105.00
Feb 20 Sales	155.00	155.00
Feb 21 Purchases	115.00	115.00
Feb 22 Sales	165.00	165.00
Feb 23 Purchases	125.00	125.00
Feb 24 Sales	175.00	175.00
Feb 25 Purchases	135.00	135.00
Feb 26 Sales	185.00	185.00
Feb 27 Purchases	145.00	145.00
Feb 28 Sales	195.00	195.00
Feb 29 Purchases	155.00	155.00
Feb 30 Balance	210.00	210.00

MONDAY SEPTEMBER 10(Continued)

<u>Lights Out</u>	NBC 9pm	<u>Prophet Of Darkness</u> - by John McGreevey; with Sidney Blackmer, Romola Robb, Winston Ross, Stuart MacIntosh, Albert Ottenheimer, Frank Daly
<u>Lucky Strike Theater</u>	NBC 9:30	<u>Bubbles</u> - by Wilbur Daniel Steele, adapt by Thomas W. Phipps; with Richard Derr, Denise Alexander, Faith Brook, Betty Sinclair, Pat O'Malley, Beverly Whitney, Gordon Mills, Leona Powers, Bart Doyle, Mimi Strongin, William Podmore, Dick Wilson
<u>Lux Theater</u>	CBS 8pm	<u>It's A Promise</u> - by Michelle Cousin; with Laraine Day, Janie Alexander, John Shelton, Edward Gargan
<u>United Or Not</u>	ABC 9pm	Dr. T.F. Tsiang, Chinese Ambassador to U.S.
<u>Voice Of Firestone</u>	NBC 8:30	Eugene Conley
<u>Westinghouse Theater</u>	CBS 10pm	<u>The Guinea Pigs</u> - by Sam Locke; with Ruth Ford, Richard Wiley, Jack O'Brien, Harold Stone, John Marriott, Robert H. Harris, Emory Richardson, Harry Davis, Maurice Wells, Millicent Brower, Cliff Hall, David Downing

TUESDAY SEPTEMBER 11

<u>Armstrong Theater</u>	NBC 9:30	<u>Sleight Of Hand</u> - by John G. Fuller & James Garvin; with Richard Kollmar, Hildy Parks, Rolfe Sedan, Andrea Blayne, Herschel Bentley, Gerriane Raphael, Diane Keith
<u>Cavalcade Of Bands</u>	DuM 9pm	Woody Herman & Orch; Joey Adams, Walter Long(D), Angel(cnild ventriloquist)
<u>Danger</u>	CBS 10pm	<u>In The LaBanza</u> - by Sam Elkind; with Jack Warden, Milton Selzer, Harry Clark, Carmen Zitale, Guy Tomajohn, Connie Noonan, James Shiro, Rudie Watson, Eddie Mader, Al Saylor, Kelly Flint, John Dale
<u>Fireside Thtr(film)</u>	NBC 9pm	<u>Homer Takes A Bride</u> - by James Gunn; with Robert North, Evelyn Eaton, Claire Carlton, Jan Arvan, Everett Glass, Michael Ross, Herb Vigran, Lee Phelps, Walter McGrail, Maudie Pickett, Robert Malcolm
<u>Hands Of Destiny</u>	DuM 10pm	<u>Lane's End</u> - by Hamilton Benz; with Billy Redfield, Ethel Remey, Wendy Drew, Fay Sappington, Vince O'Brien
<u>Kate Smith</u>	NBC 4pm	Copsey & Ayres(D), The Harmonicats, Donald Buka & Lucille Watson in scene: <u>Midnight Overture</u>
<u>Little Show</u>	NBC 7:30	Patti Ann Jackson(D)
<u>Meet The Press</u>	NBC 8pm	Sen. Everett Dirksen, guest; Panel: Irving Pflaum (Chicago Sun-Times), George Tagge(Chicago Tribune), May Craig(Portland Maine Press-Herald)
<u>Mr & Mrs Mystery</u>	WOR 8pm	<u>The Case Of The Mountain Man-Hunt</u> - with Kchast Sayers, Bill Lazarus
<u>Steve Allen</u>	CBS 12:45	Eileen Wilson

TUESDAY SEPTEMBER 11(Continued)

Stork Club CBS 7:45 Yul Brynner, Robin Chandler, Jeffrey Lynn

Suspense CBS 9:30 Strange For A Killer - by Robert Esson & Antony Ellis, adapt by Max Ehrlich; with John Forsythe, Anthony Ross, Lenka Peterson, Jack Glugman, Truman Smith

WEDNESDAY SEPTEMBER 12

Freddy Martin NBC 10:30 Jo Sullivan

Garry Moore CBS 1:30 Harper's Bazaar fashion show

Kate Smith NBC 4pm Andre, Andree & Bonnie (D), Russ Morgan & Orch, Harris & Radcliffe(C)

Kraft Theater NBC 9pm The Tale Of The Wolf - by Ferenc Molnar, adapt from English version by Hans Bartsch; with Donald Curtis, Katherine Bard, Joseph Anthony, Philip Coolidge, Earl Rowe, Lili Darvas, Gage Clarke, Tom McElhaney, Charles Taylor, Phoebe MacKay, Eva Condon

Perry Como CBS 7:45 Sarah Vaughn

Press Conference WOR 8pm Robert F. Wagner Jr., guest; Panel: Richard D. Leahy (W-Telegram), Joseph C. Ingraham(Times), Leonard Ingalls(Tribune), Jerome Edelberg(Mirror)

Shadow Of A Cloak DuM 9:30 Blueprint For Treason - by Lawrence & Virginia Dugan; with Brandon Peters, Robert Simon, Mona Bruns, Philip Carlisle, George Englund, Jon Filo

Steve Allen CBS 12:45 Mary Osborne(S)

The Web CBS 9:30 Hand In Glove - from play by Gerald Savory & Charles K. Freeman, adapt by Savory; with Donald Buka, Bertha Belmore, Thelma Schnee, Logan Ramsey, Maurice Gallamore, Francis Compton, Joyce Linden, Farrell Kelly, Bert Bertram

THURSDAY SEPTEMBER 13

At Home ABC 10:30 Mary Mayo(S)

Big Town CBS 9:30 Notice Of Death - by Alvin Boretz & Charles Robinson; with Frederick Tozere, Nan McFarland, Joseph Direda, Howard Wendell, Riza Royce, Richard Knox

Bigelow Thtr(film) DuM 10pm The Honeymoon Is Over - with Ann Harding, Joyce Reynolds, Craig Stevens, Florence Bates, Gloria Winters

Crime Photographer CBS 10:30 Babies For Sale - by Carol Warner Gluck; with Perry Fred Stewart, Georgianne Catal, Bernard Nadell, Lee Grant, Leslie Woods, Martin Green

Ellery Queen DuM 9pm The Twilight Zone - by Henry Misrock; with Eva Gabor, Luis Van Rooten, Theo Goetz, Richard Fraser

Ford Festival NBC 9pm Leo de Lyon, Peter Donald, Nora Toomey & Co(acro)

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THURSDAY SEPTEMBER 13(Continued)

<u>Garry Moore</u>	CBS 1:30	Dorothy Fields
<u>Kate Smith</u>	NBC 4pm	Vera Bryner, Jose Duval & Aida Alvarez in scenes from <u>Carmen</u> ; Mary Raye & Naldi(D), Marvellos(magic)
<u>Martin Kane</u>	NBC 10pm	Roland Winters, Mary Beth Hughes, Jim Little
<u>Racket Squad(film)</u>	CBS 10pm	<u>The Sick Old Man</u> - with Zachary Yaconelli, Frank Puglio, Margaret Field, Richard Benedict, Buddy Mason
<u>Steve Allen</u>	CBS 12:45	Alan Dale, Tommy Coinine(D)
<u>Stork Club</u>	CBS 7:45	Joe DiMaggio
<u>T-Men In Action</u>	NBC 8:30	<u>The Case Of The Unbeatable Passer</u> - by Abe Ginnes; with Lewis Charles, Humphrey Davis, James Bender, Dehl Berti, Henry Iascoe, Ralph Stantley

FRIDAY SEPTEMBER 14

<u>Big Story</u>	NBC 9pm	<u>Reporter Allen Kohan of the Omaha World-Herald</u> - adapt by Max Ehrlich; with Lawrence Fletcher, Jack Warden, Charles Alvin Bell, Steve Gethers, Jason Johnson, Joseph Boland, Melba Rae
<u>Eloise Salutes</u>	DuM 11pm	Buddy Weed
<u>Garry Moore</u>	CBS 1:30	Virginia Sale
<u>H'wood Opening Night(film)</u>	CBS 10:30	<u>When The Devil Is Sick</u> - with Larry Blake, Dorothy Adams, Dani Sue Nolan, John McGuire
<u>Kate Smith</u>	NBC 4pm	Evalyn Tyner(pianist), Peggy Ryan & Ray MacDonald
<u>Man Against Crime</u>	CBS 8:30	Parker Fennelly, Carole Mathews, Tony Rivers, John Glendinning, Robert Noe
<u>Mohawk Showroom</u>	NBC 7:30	Don Cherry
<u>Steve Allen</u>	CBS 12:45	Kathy Collins(D), Bunny Briggs(D), Larry Foster(C)
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>The Monsters</u> - by Bob Foshko, adapt by Charles O'Neill; with Edward Binns, Peggy Allenby, John McGovern, Richard Shankland, Gene Leonard, Bert Kalmar, Barbara Bolton
<u>We, The People</u>	NBC 8:30	Mrs. George Flores(fighter's wife), Carmine Vingo (prize fighter), Jimmy Cannon(NY Post sports writer) Paul Moss(fight manager)

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IN TOWN - POSSIBLE GUEST SHOTS

BRIAN AHERNE - AGT: Francis Head, Gibbs
Agcy PL 7-5959

FRED ALLEN - AGT: William Morris JU 6-5100

TONI ARDEN current Paramount Theater

EILEEN BARTON vocalist current Bill Goodwin Show - AGT: MCA
PL 9-7500

LOUIS BROMFIELD will be in NYC Sept 19
thru Sept 24, avail intvw - CON:
Ramona Herdman, Harper & Bros
MU 3-1900

THE CABOTS dancers current Casa Seville
MGR: Herbert Marks CI 6-8600

MADELEINE CARROLL - AGT: Gale Agency
PL 7-7100

JOHN CARROLL in NYC for Versailles date
AGT: Charles V. Yates
MU 7-4256

JOAN CAULFIELD in NYC for short stay -
AGT: Martin Goodman
JU 6-1180

SEÑOR CORTEZ current Radio City Music Hall
MGR: Phil Offin PL 7-0242

RONALD COLMAN in NY from Europe, en route
to the coast

ROBERT CUMMINGS here for indefinite stay
AGT: Martin Goodman
JU 6-1180

ARLENE DAHL - AGT: MCA; PRESS: Eddie
Dowden CI 4-1232

GLORIA DE HAVEN from coast this week for
short stay - PRESS: Joel
Preston JU 2-3618

JOHN DEREK film juvenile - CON: Columbia
Pictures CI 5-5000

MARILYN DAY singer returned from Lambertville - MGR: Deborah Coleman
PL 9-1803

MARCIA FARRELL singer-actress avail TV -
MGR: Eleanore Kendrick
PL 5-1800

HENRY FONDA here for "Point Of No Return"
rehearsals - CON: Leland
Hayward JU 6-2580

JUNE HAVOC - AGT: Joe McGee, Wm Morris
JU 6-5100

BILL HAYES singer current "Show Of Shows"
AGT: William Morris

LENA HORNE - AGT: MCA PL 9-7500

MARSHA HUNT from coast this week - AGT:
Joe McGee, Wm Morris

RUTH HUSSEY - AGT: Joe McGee, Wm Morris

ANNE JEFFREYS returned from coast - AGT:
Louis Shurr CH 4-8240

MARGARET LINDSAY - AGT: Jack Lawrence
JU 2-3885

JOHN MARRIOTT "Green Pastures" actor avail
TV - AGT: Earl S. Peed
PL 7-3726

BORRAH MINEVITCH from France in October

BARRY NELSON current "Moon Is Blue" -
PRESS: Joel Preston JU 2-3618

MILDRED NATWICK back from coast, avail TV
AGT: Joe McGee, Wm Morris

CYRIL RITCHARD - AGT: John Gibbs
PL 7-5959

PHIL REGAN - AGT: Earl Peed PL 7-3726

JACK PAAR comic booked thru Frank Cooper
Assoc. VA 6-5661

CESAR ROMERO - AGT: MCA PL 9-7500

MARK ROBERTS current "Stalag XVII" - AGT:
Earl Peed PL 7-3726

ROBERT STERLING - AGT: Howard Hoyt
LA 4-0089

HAILA STODDARD - AGT: Gibbs Agcy PL 7-5959

HARVEY STONE - MGR: Eddie Elkort JU 6-4190
PRESS: Bayne-Zussman
PL 3-5755

3 BEAUS AND A PEEP - MGR: Jimmy Rich
CI 5-5976; AGT: Gibbs Agcy

ARTHUR TREACHER from summer tour this week
AGT: Joe McGee, Wm Morris
JU 6-5100

RICHARD WARING now in town, avail TV - AGT:
Gibbs Agcy PL 7-5959

HELEN WARNOW singer now avail TV - AGT:
Jules Ziegler MU 2-2080

FRAN WARREN - MGR: Barbara Belle JU 2-0507

CHARLES WINNINGER in NYC for "Music In The
Air" rehearsals - AGT: Jack
Lawrence JU 2-3885

NANCY WALKER comedienne now in NY - AGT:
William Morris JU 6-5100

PATRICIA WHEEL returned from summer tour,
now avail TV - AGT: Francis
Head, Gibbs Agcy PL 7-5959

Ross Reports

ON TELEVISION PROGRAMMING

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EDIT DIR: Murray Gross
NEWS ED: David B. Graham
TALENT: Gordon Leigh

VOL. 3 NO. 7
SUPPLEMENT E

SEPTEMBER 16-22, 1951

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(16) NBC(Ch4) -- 3:30-4pm; NEW TIME; Juvenile Jury; from WNBT to 28 sta plus 7 kine moves to this day and time from Tue 8:30-9pm; Sponsor - Minnesota Mining & Mfg("Scotch" Brand Tape) thru BBD&O; Pkgr-Prod - Barry-Enright; Dir - Craig Allen NBC; Jack Barry MC's program and is moderator of a panel of five children ranging in age from 3 to 12 years, who offer solutions to problems sent in by listeners; 2 guest children each week present their problems in person; jurors are chosen from New York City schools.

5:30-6pm; alt Sun; DEBUT; Sky King Theater; from WNBT(on film) to 12 sta plus 12 spots; Sponsor - Derby Foods thru Needham, Louis & Brorby(Chi); a new series of Western action films starring Buster Crabbe; edited especially for TV by packager, Motion Pictures for TV.

8-9pm; DEBUT; Colgate Comedy Hour - Spike Jones Show; from WNBT to 39 sta plus 16 kine; Sponsor - Colgate-Palmolive-Peet(Ajax & Halo) thru Sherman & Marquette and (Colgate Dental Cream & Palmolive Soap) thru Ted Bates; Superv - Sam Fuller NBC; Producer - Ernest Glucksman NBC; TV Dir - Kingman Moore NBC; Assoc Prod - Robert Masson NBC; Spike Jones and his City Slickers star, with variety guests; Music Dir - Al Goodman orch.

Mon(17) ABC(Ch7) -- 9-10pm; NEW TIME; Paul Dixon Show; from WCPO-TV(Cincinnati) to the net; moved to this time from Wed 8-9pm; Sustaining; Prod - Jack Taylor WCPO-TV; Dir - Lee Hornbach WCPO-TV; Sets - Wanda Lewis; Paul Dixon stars on this comedy show, with Dottie Mack and Wanda Lewis.

CBS(Ch2) -- 4:30-5pm Mon thru Fri; DEBUT; Mel Torme Show; from WCBS-TV(COLOR) to the net; Sustaining; Producer - Bob Bach CBS; Dir - Ben Magnes CBS; Mel Torme stars, with Peggy King, vocalist, Ellen Martin, dancer, Monsieur Crayon, artist, Al Pellegrino, pianist and the Red Norvo Trio.

10-11pm; RETURN; Studio One; from WCBS-TV to 32 sta plus 19 kine; Sponsor - Westinghouse thru McCann-Erickson; Producer - Worthington Miner CBS; Dir - Paul Nickell & Frank Schaffner CBS alternate; Scripts - Arthur Heinemann CBS; this dramatic show returns after summer hiatus during which sponsor remained on with Westinghouse Summer Theater which departed Mon(10); Casting - Frank Harrison & Mike Mead CBS; first program entitled "The Angelic Avengers" co-stars CBS contract players Maria Riva and Mary Sinclair, features Richard Purdy, Murray Metheson and Robert Paige.

NBC(Ch4) -- 8-8:30pm; RETURN; What's My Name; from WNBT to 31 sta plus 15 kine; Sponsor - Speidel thru SSC&B; Pkgr - Louis G. Cowan in assn with Alfred L. Hollander; Exec Prod - Sherman Marks at Cowan; Dir - Harold Eisenstein at Cowan; Scripts - Paul Winchell, J. Franklin Jones and Bud Burtson; will use name guests.

ALL INFORMATION CONTAINED
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U.S. DEPARTMENT OF
ENERGY

WASHINGTON, D.C. 20545

U.S. DEPARTMENT OF ENERGY

U.S. DEPARTMENT OF ENERGY -- U.S. DEPARTMENT OF ENERGY
The U.S. Department of Energy is responsible for the
production, distribution, and conservation of energy.
The Department is also responsible for the research and
development of new energy technologies and for the
promotion of energy conservation programs.

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THIS WEEK(Continued)

Tue(18) CBS(Ch2) -- 9-9:30pm; DEBUT; Crime Syndicated; from WCBS-TV to 21 sta plus 23 kine; Sponsor - Schick Electric Razors thru Kudner; Producer - Jerry Danzig CBS; Director - John Peyser CBS; with Rudolph Halley as commentator, program will present dramatizations of cases from the files of the Senate Crime Investigating Committee, Federal and metropolitan anti-crime commissions and current stories from TV and radio news bureaus in various cities; will also use guest public officials.

NBC(Ch4) -- 8-9pm; RETURN; Texaco Star Theater; from WNBT to 47 sta plus 14 kine; Sponsor - Texaco thru Kudner; Producer - Milton Berle NBC; Berle stars with program regulars including "Fatso" Marco Marcello, Sid (Pitchman) Stone, the Texacomen Quartet and Alan Roth's orchestra; guest stars from all entertainment fields will be used; Eddie Cantor guests first program.

Wed(19) ABC(Ch7) -- 9-9:30pm alt Wed; RETURN; The Arthur Murray Party; from WJZ-TV to 7 sta plus 20 kine; Sponsor - Arthur Murray Inc thru Ruthrauff & Ryan; Producer - Frederick Heider ABC; Dir - Leslie Gorall ABC; Music - Emil Coleman orch; Kathryn Murray, hostess, MC's variety program with guests for first program including Bil and Cora Baird, puppeteers, Herkie Styles, comedian; David Street and Mary Beth Hughes, singing team.

NBC(Ch4) -- 8-9pm; DEBUT; Kate Smith Evening Hour; from WNBT to 26 sta plus 20 kine(approx); Sponsor - Participations: Congoleum-Nairn thru McCann-Erickson, Borg-Warner(Norge) thru J. Walter Thompson, Reynolds Metals thru Buchanan & Co, B.T.Babbitt(Bab-O) thru Weintraub; Producer - Ted Collins; Assoc Prod - Barry Wood NBC; Director - Greg Garrison NBC; Music Conductor for Miss Smith's songs - Jack Miller; Music Dir - Harry Sosnik; Scripts - Dorothy Daye, Ed Brainard, Mel Diamond and Bill Jacobson; Set designers - Larry Kline, Emeline Roche & Don Shirley; Choreography - John Butler; Vocal Group Dir - Jack Allison; Anncr - Bob Warren; stars Kate Smith and features Ted Collins with top Hollywood and Broadway stars in dramatic sketches, operatic sequences and variety acts; regulars on program are John Butler dancers and Jack Allison singers. See bottom of Page 3.

Thu(20) CBS(Ch2) -- 9-9:30pm; RETURN; Alan Young Show; kine at KTTV(Hwood); from WCBS-TV to 8 sta plus 14 kine; Sponsor - Esso thru Marschalk & Pratt; also to 17 sta in west; Sponsor - Kroger Co thru Ralph H. Jones(Cincinnati); Producer - Ralph Levy CBS; Assoc Prod - Paul Henning; Dir - Alan Dinehart, Jr CBS; Scripts - Nate Monaster, Stanley Shapiro and Alan Young; Sets - Bob Lee; Music Dir - Lud Gluskin orch; Alan Young stars, with variety guests - first show has Lina Romay, singer, and the Marimba Merry Makers, singing sextet.

Fri(21) ABC(Ch7) -- 9:30-10pm alt Fri; CHANGE & RETURN; Bonny Maid Versatile Varieties - Junior Edition; from WJZ-TV to 22 sta; Sponsor - Bonafide Mills thru Gibraltar Advertising; Pkgr-Prod - Charles Basch & Frances Scott; Dir - Jay Strong at Basch; Stager - Charles Lowe; Scripts - Murray Brody and Charles Lowe; Music - Bernie Sands orch; Lady Iris Mountbatten MC's kid variety book show, formerly on CBS.

CBS(Ch2) -- 12:15-12:30pm; Mon thru Fri; LAST SHOW; News at Noon; from WCBS-TV to the net; Sustaining; Prod-Dir - Ted Marvel CBS; Dorothy Doan & John Schafer discussed feminine aspects of world news events.

Sat(22) NBC(Ch4) -- 7:30-8pm; RETURN; One Man's Family; from WNBT to 31 sta plus 32 kine; Sponsor - Sweetheart Soap thru Scheideler, Beck & Werner; Superv - Walter Ware SB&W; Pkgr-Exec Prod-Scripts - Carlton E. Morse; Prod - Dick Clemmer NBC; Dir - Edgar Kahn NBC; Domestic family series features Bert Lytell, Marjorie Gateson, Russell Thorson, Lillian Schaaf, Eva Marie Saint and James Lee as members of the Barber family.

THIS WEEK(Continued)

Sat(22) NBC(Ch4) -- 8-9pm; DEBUT; All Star Revue - Ed Wynn Show; from WNBT to the net
Sponsor - Participations: Kellogg's (Variety Pack, Pep, Raisin Bran, Shredded Wheat) thru Kenyon & Eckhardt, Pet Milk thru Gardner, Snow Crop thru Erwin, Wasey; Producer-Director - Ezra Stone at Wm Morris; TV Dir Grey Lockwood NBC; Scripts - Leo Solomon & Joe Stein; Ed Wynn makes his first appearance of the season as star of the new series.

NEWLY ANNOUNCED NETWORK FUTURES

- Oct 1 - Mr. District Attorney; alt Mon 8-8:30pm from WJZ-TV to the net; Sponsor - Bristol-Myers thru Young & Rubicam; Producer - Edward A. Byron; Dir - Wes McKee Y&R; well-known radio program makes TV debut with leading actors making the switch to video - these include Jay Jostyn in the title role, Len Doyle and Vicky Vola.
- Oct 2 - Cosmopolitan Theater; Tue 9-10pm from WABD to the net; Sponsor - Drug Store TV Prod'ns(replacing Cavalcade of Bands) thru Product Advertising; Pkgr - Louis G. Cowan; a new dramatic series, the first program, based on a story by Paul Gallico, will star Marsha Hunt and Lee Tracy.
- Oct 4 - NBC Television Opera; 1st Thursday of each month 11pm-12midnite; Superv - Samuel Chotzinoff NBC; Music and artistic director - Peter Herman Adler; the first in a series of eight operas to be presented will be I Pagliacci; Pique Dame will be the offering on November 1.

NYC LOCAL PROGRAM ACTIVITY

- WABD - Man About Music; DEBUT SEPT 27; Thur 11-11:15pm; Sponsor - Rabsons thru Lester Loeb; Pkgr-Prod - Vernon Becker and Milton E. Schwartz at Milverne Prod; Dir - Vernon Becker; Lorenzo Fuller, vocalist and instrumentalist, stars on this new variety show which will spotlight each week a musical aspirant; at the end of 13 weeks, the best of the aspirants will receive prizes.
- WJZ-TV - Actors Hotel, Carlo Corelli, Prop. DEBUT SEPT 25; Tue 10:30-11pm; Sponsor - Ronzoni Macaroni thru Emil Mogul; Producer - Carlo de Angelo for Prod'ns for TV Inc; Dir - Ted Nathanson; Scripts - Flora Frank and John Fleming; William Edmunds stars in the title role of this comedy-drama set in theatrical hotel.
- WNBT - The Left-Over Revue; DEBUT SEPT 17; Mon thru Fri 2-2:30pm; Sustaining; Prod-Dir - John Stearns WNBT; features Wayne Howell, Milton De Lugg, Ray Malone and Mickey Bloom in a variety format.
- WOR-TV - The Nelly Golette Show; DEBUT SEPT 18; Tue 8:30-8:45pm; Sustaining; Prod-Dir- Roger Bower WOR-TV; Mlle. Golette, Paris chanteuse, composer and pianist, stars in her own weekly program.

* * * * *

1951 WORLD SERIES will be televised over WNBT, WOR-TV and the NBC-TV network beginning either October 3 or 4;

* * * * *

*** B.T.BABBITT will sponsor 17 half-hour portions of the Kate Smith Evening Show thru Weintraub; Revlon, another Weintraub client will use the Oct 10 portion to launch a new line of nail polist; two half-hour portions (near the Christmas holidays) are available for sponsorship.

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HOLLYWOOD LOCAL ACTIVITY

KTTV - Thrifty Drug Stores thru Milton Weinberg Adv(LA) has made one of the largest time purchases in Los Angeles TV history, contracting for 10½hrs weekly on KTTV. Programs purchased are Double Feature Theater(Sun 4-6pm) Neighborhood Theater(Sat 4-5pm) Championship Bowling(Tue 10:15-11pm) Midnight Movies(M - F 11:45pm-1am) Rocky King(Thu 10-10:30pm) Ronnie Kemper(Tu,Th 3:45-4pm) On the Town(alt Fri 9-10pm).

KTSL - Station will add 5 hours to its schedule bringing its weekly total up to 76 hours of telecasting.

GAYLE GITTERMAN no longer will be associated with Allegro Pictures Inc; William Lava has been upped to Executive Producer. Maurice Wright has been named Associate Producer.

BEN FEINER JR., has been signed by Harry Ackerman, CBS VP in charge of programs, as executive producer in TV, effective October 1.

SNADER TELESCRIPTION SALES will move its main office from Chicago to Los Angeles effective November 1. Monroe Mendelsohn, head of the sales service and production departments, will be moved to the coast taking along all production, bookkeeping, promotion & exploitation departments...The firm also has formed a new subsidiary, Snader Pictures Inc., with a capitalization of \$1,050,000 to produce 15 and 30 minute video films.

HOWARD ROSS, talent buyer for Colgate Comedy Hour has set up permanent offices at William Morris office to line up talent for Eddie Cantor's upcoming shows to be beamed live from the West Coast.

SPONSOR ACTIVITY

NBC - GILLETTE SAFETY RAZOR will sponsor the Rose Bowl games over NBC for reported \$400,000 this year, \$500,000 for second & third year. NBC, in turn, will get exclusive telecast rights for four years on World Series games. With Friday night boxing, firm will shell out about \$4,000,000 on TV this year. VARIETY.

LEVER BROS renews Hawkins Falls Mon-Fri 5-5:15pm thru N.W. Ayer. As of Oct - 1st Lever will sponsor the Tuesday segment giving show across-the-board status. Company started last April on 3-a-week basis, added 4th during summer.

GENERAL TIRE & RUBBER will sponsor quarter hour football warm-up show Sat 1:45pm thru D'Arcy prior to NBC's 10-game football schedule. Ted Husing will interview one of top coaches with film clips of two teams during previous season also included.

NATIONAL CARBON CO (Prestone Anti-Freeze) will sponsor each week a quarter hour post-game show following NBC's Sat football telecast thru William Esty. Jimmy Powers will run through scores and interview a top college player.

WJZ-TV - RALSTON PURINA, thru Gardner, sponsor of alternate week portions of Space Patrol (Sun, 4:30-5pm) will bankroll the show locally over WJZ-TV, New York, every other week. Should another national sponsor turn up, Ralston would drop the local operation.

UNITED STATES DEPARTMENT OF THE INTERIOR

BUREAU OF LAND MANAGEMENT

TO THE SECRETARY OF THE INTERIOR, WASHINGTON, D.C. FROM THE DIRECTOR, BUREAU OF LAND MANAGEMENT, WASHINGTON, D.C. SUBJECT: [Illegible]

1. [Illegible]

2. [Illegible]

3. [Illegible]

4. [Illegible]

5. [Illegible]

RECOMMENDATION

6. [Illegible]

7. [Illegible]

8. [Illegible]

9. [Illegible]

10. [Illegible]

SPONSOR ACTIVITY(Continued)

WNBT - ARTHUR MURRAY DANCE STUDIOS & VIM STORES each will sponsor an hour film show (Tu-Th, 11-12pm) on the station's late-hour film strip. Camel Cigarettes already sponsors the Mon-Wed-Fri segments. Murray also will sponsor an hour film program on WPTZ(Phila) Sun 11-12pm.

WPIX - P. LORILLARD(Old Gold), thru Lennen & Mitchell, will sponsor half of the 117 Madison Square Garden events for reported \$150,000. Events will include college and pro basketball, amateur and pro hockey, the horse and dog shows. Jimmy Powers will narrate all events. Sports chief Jack Murphy will supervise the programs.

BALLANTINE, thru JWT, renewed option to televise all NY Yankee home games. Sponsor will pay for half the radio schedule with White Owl expected to drop out as second AM bankroller.

ALAN INDUSTRIES, (participating furniture appliance retailers), thru Dick & Wiebe, will sponsor an across-the-board film show(12mid-1:15pm) on WNBQ(Chi). Representing the largest time sale in the station's three-year operation, the show will spotlight a batch of films purchased from Motion Pictures for Television.

New York

FILM ACTIVITY

Hollywood

JERRY FAIRBANKS - next in series Hollywood Theater will be "The Cheyney Vase". Prod- Jerry Fairbanks; Dir - Derwin Abrahams; Script - Robert Bles.

"The Invisible Hand", one of Front Page Detective series now being cast. First shooting scheduled Sept 13. Edmund Lowe starring, and featuring Joan Winfield, Pierre Watkins, William Vedder and Dorothy Vaughn; Prod - Jerry Fairbanks; Dir - Arnold Webster; Assoc Prod - Riley Jackson; Showing in NY and LA simultaneously on Sept 28; Script - Irvin Ash Kenazy

SAM JAFFE AGENCY - EDDIE LEWIS PRODUCTIONS - Sam Jaffee has gone into packaging and first TV film package to be set by Jaffe through Lewis Prod'ns is entitled "Byline" starring Teresa Wright; Prod - E. Lewis; Dir - Lou Landers; Joan Bennett will act as hostess for entire series; Boris Karloff is the second star, and will appear in "Purple Playhouse", following which Ann Harding does "Washington Lady", Bill Asher directs the Karloff film.

UNITED WORLD FILMS PLANS NEW MUSIC SERIES - According to Billboard, the Universal-International subsidiary is planning a 30 minute series featuring violinist Dave Rubinoff with the Federal Nut Corp a possible sponsor; Bob Faber of U-I will produce, with vocalist Jean Martin scheduled for program which would mark U-I's entrance into vidpix production.

BING CROSBY ENTERPRISES - Bernard Girard, Producer-Director, will start filming second group of 6 telepix for Rebound series starting Septebmer 17 at RKO Pathe. First on the schedule will be "The Money" starring John Doucette, Elizabeth Fraser and Herb Vigran.

ROY ROGERS PRODUCTIONS -has signed 3 year contract with NBC-TV; terms of deal cover live and filmed TV; show scheduled to bow on NBC Dec 30 on weekly basis; series of eight films will start rolling end of Sept at Goldwyn Studios; Agency - Benton & Bowles for General Foods who will sponsor, but can cancel deal if Rogers' Republic films are shown on TV.

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It begins with the first settlers who came to the continent, and it ends with the present day. The story is full of challenges and triumphs, and it is a story that we can all learn from.

The first settlers came to the continent in the early 17th century. They were looking for a new home, and they found it in the eastern part of the continent. They were the Pilgrims, and they were the first of many who came to the continent.

The Pilgrims were not the only ones who came to the continent. There were many other groups of people who came to the continent, and they all brought with them their own customs and traditions. The Pilgrims were the first to settle in the eastern part of the continent, but they were not the first to settle in the western part.

The Pilgrims were the first to settle in the eastern part of the continent, but they were not the first to settle in the western part. The first settlers in the western part of the continent were the Spanish, who came to the continent in the early 16th century. They were looking for gold, and they found it in the western part of the continent.

The Spanish were the first to settle in the western part of the continent, but they were not the first to settle in the northern part. The first settlers in the northern part of the continent were the French, who came to the continent in the early 17th century. They were looking for a new home, and they found it in the northern part of the continent.

The French were the first to settle in the northern part of the continent, but they were not the first to settle in the southern part. The first settlers in the southern part of the continent were the British, who came to the continent in the early 18th century. They were looking for a new home, and they found it in the southern part of the continent.

The British were the first to settle in the southern part of the continent, but they were not the first to settle in the central part. The first settlers in the central part of the continent were the Americans, who came to the continent in the early 19th century. They were looking for a new home, and they found it in the central part of the continent.

The Americans were the first to settle in the central part of the continent, but they were not the first to settle in the western part. The first settlers in the western part of the continent were the Americans, who came to the continent in the early 19th century. They were looking for a new home, and they found it in the western part of the continent.

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FILM ACTIVITY(Continued)

VIDICAM APPOINTS NEW SALES DIRECTOR - Harry Doolittle, formerly with Grant Advertising and radio and TV editor for Variety in Chicago, has been named sales promotion director, according to trade reports; Joe Barnett, William H. Groody and Bruce Trabue are recent additions to the sales staff.

FALCON PRODUCTIONS IN PHOENIX INCORPORATED AT \$1,000,000 - John C. Mullins of KPHO-TV(Phoenix), heads new production film company expecting to start in late September with series of half-hour films titled Classified Section; other KPHO staffers will be with firm as well as novelist Erskine Caldwell and Bill Burton who will be producer-director

MOTION PICTURES FOR TV SELLS NEW SERIES - With an unusual contract clause which permits the lessee to play films for 12 months from the date of telecast of each individual film rather than from the date of the contract, KLAC-TV has secured the rights to 46 first-run feature films. Sale price is reported to be \$60,000, including Joe Palooka and Charlie Chan reels not shown previously on TV.

WES BEEMAN PRODUCTIONS - signed Wanda Hendrix for lead in series which started shooting at Ingram Ranch on Sept 12; Prod - Wes Beeman; Dir - Harold Schuster; Script - Jack Conway.

BROIDY PRODUCTIONS - has just pacted assistant directors Bill Beaudine, Jr. and Gene Anderson, Jr. to six-month deals; they'll start work on a new batch of the Wild Bill Hickok video series.

VOGLIN PRODUCTIONS - Lester M. Mitchel has been inked by producer Jack Voglin to direct the vidpix series Hollywood Leg Men. Mitchel checks in immediately at General Service to cast "Revenge" and "Love Story". Asst Casting Dir - Herbert G. Luft; leads are set, bit parts to be filled. "Revenge" starts shooting on September 17 with a script by Stephen Longstreet.

SCREEN TELEVIDEO PRODUCTIONS - Gil Ralston will launch his first series of 13 half-hour dramatic telepix early in October at Eagle-Lion Studio for his recently formed production office. While still associated with Procter & Gamble, Ralston plans to do total of 256 films. Production Manager - Rudy Abel; Story Consultant - Bill Kozenko.

KARSEAL CORPORATION TO FILM REVUES - Wallace R. Parnell, VP of Karseal, will produce a series of film shorts which originally were to have been based on a musical revue Spice of Life which played the Las Palmas Theatre - sudden closing of which necessitated quick change of plans which means finding new material for the musical series.

COMMERCIALS PRODUCTION

SARRA(NY) - 1 (45") just completed for Philco thru Hutchins for opening of Philco Playhouse; SM & LA with VO & M.

1 (60") being completed for Richard Hudnut(Tru-Tint Hair Dye) thru Dancer-Fitzgerald-Sample for National Spot; SA & LA with VO.

2 (60") and 2 (20") completed for Procter & Gamble(Shasta Creme Shampoo) thru Dancer-Fitzgerald-Sample; LA with LS & VO.

CODE: FA - Full anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action;
LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

1. The following information was obtained from the records of the Department of the Interior, Bureau of Land Management, regarding the land in question:

[illegible]

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[illegible]

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PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		
<u>FRIDAY SEPTEMBER 14</u>		
<u>Cavalcade Of Stars</u>	DuM 10pm	Kitty Kallen, Donald Richards, Paul Dixon & Dottie Mack(D)
<u>Crime With Father</u>	ABC 9pm	<u>Revenge</u> - by Lawrence Menkin; with Adelaide Klein, Mike Howard, Frank Butler, Ray Mulderick

****Other shows on this date were listed in last week's issue.

<u>SATURDAY SEPTEMBER 15</u>		
<u>All Star Revue</u>	NBC 8pm	Olsen & Johnson, MC's; with Two-Ton Tessie O'Shea, Marty May, The Dunhills(D), John Melina(child musician), C.J. Olsen, June Johnson
<u>Big Top</u>	CBS 12N	The Juggling Glens, Happy Harrison with 15 Dogs & 2 Ponies
<u>Fashion Magic</u>	CBS 11am	Andre D'Aulan(designer), Gloria Marlowe(S)
<u>Faye Emerson</u>	CBS 9pm	<u>Salute To London, England</u> - with Anne Shelton, Pat O'Malley, Roland Young, Lt. Col. Edward Heath
<u>Ken Murray</u>	CBS 8pm	Lew Ayres, Peggy Lee, Lew Hearn, Beatrice Kraft
<u>Patricia Bowman</u>	CBS 6:45	Mary Mayo(S), Kirkwood & Goodman
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : Hazel Willer(S), Leslie Gaines(D), Elsworth & Fairchild(D); <u>Robert's Cue</u> : Lawrence Davidson (bass-baritone); <u>Buyers</u> : Ezra Stone, Art Ford, Isabel Miller (Monteleone Hotel)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Singers</u> : Alan Dale, Sarah Vaughan; <u>Judges</u> : Bob Mellin, Morey Amsterdam
<u>Show Of Shows</u>	NBC 9pm	Marguerite Chapman, MC

<u>SUNDAY SEPTEMBER 16</u>		
<u>Author Meets Critics</u>	NBC 10:30	<u>This Is Costello</u> - by Robert H. Prawl & Norton Mockridge; Rudolph Halley(for), Edwin J. Lukas (against)
<u>The Big Question</u>	CBS 6pm	Topic: <u>Will Eisenhower Run?</u> ; Sen. James H. Duff, guest; William S. White(NY Times), Carl McCardle (Phila. Bulletin), Carlton Kent(Chicago Sun-Times)
<u>Celebrity Time</u>	CBS 10pm	Eva Gabor, Lowell Thomas Jr.
<u>Colgate Comedy Hour</u>	NBC 8pm	Spike Jones, MC; with Jan Peerce, Spike Jones Co.
<u>Fred Waring</u>	CBS 9pm	Jessica Tandy & Hume Cronyn
<u>Nose For News</u>	WOR 7:45	Maurice Emerson(travelogue photographer)

SUNDAY SEPTEMBER 16(Continued)

<u>Gabby Hayes</u>	NBC 5pm	<u>The Story Of Young Dave Crockett</u> - with Butch Cavell, Louis Veda Quince, Elliott Sullivan, Jane Rose, Cliff Cothran, Eddie Benjamin
<u>Leave It...Girls</u>	NBC 7pm	Billy Reed, June Havoc, Dorothy Kilgallen, Florence Pritchett, Eloise McElhone
<u>Man Of The Week</u>	CBS 5:30	Sen. Brien McMahon, guest; Dr. Ralph Bunche, Gordon E. Dean
<u>Philco Playhouse</u>	NBC 9pm	<u>The Wayward Season</u> - by Brenda Weisberg, adapt by David Shaw; with Kent Smith, Carol Goodner, Margaret Wycherly, Peggy McCay, Bethel Leslie, Ralph Longley, Ruth McDevitt, Bill Shumate, Richard Hankinson, Moreland Kortcant
<u>Plainclothesman</u>	DuM 9:30	<u>The Truth</u> - by Gil Braun; with James Bender, Brooke Byron, Evelyn Siebold, Roc Rogers, Mason Curry, Hal Studer
<u>Rocky King</u>	DuM 9pm	<u>A Shot In The Dark</u> - by Clinton Spooner & Ruth L. Baer; with Dorothy Elder, Kermit Kegley, Arline Walker, Martha Morton
<u>Star Of The Family</u>	CBS 6:30	Andy & Della Russell, Lina Romy, Jack Gilford
<u>Super Circus</u>	ABC 5pm	Fred Koehler(world's tallest man), Alfonso Royal & Co(juggling), The Malinos(rolla-rolla), Orantos(acro)
<u>This Is Show Bus.</u>	CBS 7:30	Johnny Johnston, Mitzi Mayfair, Frank Fontaine
<u>Toast Of The Town</u>	CBS 8pm	<u>The Oscar Hammerstein Story</u> - Part II; with Yul Brynner, Gertrude Lawrence, Muriel Rahn, Lisa Kirk, Sandra Deel, Dolores Gray, Richard Rodgers
<u>Trapped</u>	WOR 10pm	<u>Scared Stiff</u> - with Virginia Robinson, Woody Parker, Walter Appler, Cynthia Leighton
<u>Paul Whiteman</u>	ABC 7pm	Connee Boswell, Marie-Jeanne(ballet)

MONDAY SEPTEMBER 17

<u>Author, Author</u>	ABC 8pm	<u>Angel Of Distinction</u> - by Ed Budowicz; with Arthur Havel, Morton Havel, Dave Kurlan, Jack Sheean; Harriet Van Horne, guest panelist
<u>Gallery...Liu-Tsong</u>	DuM 8:30	<u>Man With A Thousand Eyes</u> - with Anita Anton, Henry Calvin, Kal Deel, John Martin
<u>Garry Moore</u>	CBS 1:30	Walter O'Keefe
<u>H'wood Screen Test</u>	ABC 7:30	Vanessa Brown, guest; Edward Bryce, William Butler
<u>Lights Out</u>	NBC 9pm	<u>To See Ourselves</u> - by A.J. Russell; with Cathy O'Donnell, Henry Barnard, Mercer McLeod, Vaughn Taylor, Olive Blakeney, John Gerstad
<u>Mohawk Showroom</u>	NBC 7:30	The Fourteens(vocal quartet)

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MONDAY SEPTEMBER 17(Continued)

<u>Lux Theater</u>	CBS 8pm	<u>A Family Affair</u> - by John Whedon; with Roland Young, Elizabeth Ross, Isobel Elsom, Biff McGuire, Francis Compton, Marga Ann Deighton, Paul Andor
<u>Somerset Maugham</u>	NBC 9:30	<u>The Mother</u> - adapt by Kenneth White; with Mildred Natwick, Joey Walsh, William Redfield, Lou Polan, Cavada Humphrey, Barbara Joyce, Ann Ives, William A. Lee, Jay Barney, Clark Gordon, Henry Mehaffey, Anita Grannis, John Poletti, Olive North, Evelyn Wall
<u>Steve Allen</u>	CBS 12:45	Chico Marx, Jan Arden(S), Toby Dean(C)
<u>Studio One</u>	CBS 10pm	<u>The Angelic Avengers</u> - by Pierre Andrezel, adapt by Worthington Minor; with Mary Sinclair, Maria Riva, Richard Purdy, Murray Matheson, Robert Paige, Dorothy Blackburn, Catherine Willard, Martin Newman, Francis Bethancourt, Allen Devitt
<u>Talent Scouts</u>	CBS 8:30	Betty Bundy(S), Eddy Morgan(S), Mayla(soprano), The Stan Free Trio(M)
<u>Voice Of Firestone</u>	NBC 8:30	Eleanor Steber
<u>What's My Name</u>	NEC 8pm	Dorothy Claire, Hilda Vaughn

TUESDAY SEPTEMBER 18

<u>Armstrong Theater</u>	NBC 9:30	<u>Flame-Out</u> - by Roger Garis; with Leslie Nielsen, Ann Marno, Stephen Christian, Robert Baines, Cameron Prud'homme, Stewart Brown
<u>Cavalcade Of Bands</u>	DuM 9pm	Shep Fields & Orch, Joe Frisco, Howard & Wanda Bell (acro), Romona Lang(D)
<u>Danger</u>	CBS 10pm	<u>The Fourth Confession</u> - by Jerome & Harold Prince, adapt by Irving Elman; with Harold Vermilyea, Lee Grant, Stephen Elliott, Ronald Alexander, Terry Becker, Harry Worth, Madeleine Sherwood, Si Oakland
<u>Fireside Thtr(film)</u>	NEC 8pm	<u>Solitaire</u> - by Bernard Sloan, adapt by D.A. Jowitt; with Margaret Field, Gertrude Michael
<u>Garry Moore</u>	CBS 1:30	Lucille Watson, Kirkwood & Goodman
<u>Hands Of Destiny</u>	DuM 10pm	<u>Double Jeopardy</u> - by Jerry McGill; with Allan Manson, Dorothy Steele, John O'Hare, Malcolm Beggs, Philip Kenneally, Harry Gresham
<u>Kate Smith</u>	NBC 4pm	Angel(child ventriloquist), Bill Norvas & Upstarts
<u>Little Show</u>	NBC 7:30	Marilyn Taylor(D)
<u>Nick Kenny</u>	NBC 11pm	Patrice Munsel, Benny Davis
<u>Steve Allen</u>	CBS 12:45	Larry Stevens(S)
<u>Stork Club</u>	CBS 7:45	Joe DiMaggio

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TUESDAY SEPTEMBER 18(Continued)

Suspense CBS 9:30 Merryman's Murder - an incident from the life of Joe E. Lewis, adapt by Alvin Sapinsley from Louis Sobel column 'Broadway Beat'; with Red Buttons, Joe Bushkin; balance of cast not set at press time

Texaco Star Theater NBC 8pm Eddie Cantor, Jane Froman, Nicholas Brothers, Eddie Fisher

WEDNESDAY SEPTEMBER 19

Arthur Murray ABC 9pm Baird Puppets, Herkie Styles, Fran Warren, David Street, Mary Beth Hughes

Kate Smith NBC 4pm Anthony, Allyn & Hodges(acro), Evalyn Tyner(piano)

***Kate Smith NBC 8pm Paul Lukas, William Bendix, Kay Thompson & Williams Brothers, Ann Thomas, Stuart Morgan Dancers

Kraft Theater NBC 9pm The Wren - by Booth Tarkington, adapt by R. Howard Lindsay; with Pat Browning, Janet De Gore, Alan Shayne, Howard Weirum, Harry Sheppard, Billy Lynn, Mabel Paige

Shadow Of A Cloak DuM 9:30 The Professor - by Eric James Martin; with Harold Stone, Joe Silver, Alfred DeLeo, Lynwood McCarthy, Frank Watson, Casey Walters

Steve Allen CBS 12:45 Three Arnauts(bird whistlers), Dorothy Claire

The Web CBS 9:30 The Contradictory Case - by Hugh Pentecost; with Jack Grimes, Rita Lynn, Marc Kramer, Donald Curtis, Robert Simon, Peg Hillias

What's The Story DuM 9pm Jimmy Cannon, Harriet Van Horne, Robert Sullivan, Nancy Thompson

THURSDAY SEPTEMBER 20

At Home ABC 10:30 Maureen Cannon

Big Town CBS 9:30 The Collector - by Alvin Boretz; with Anna Minot, Fred Stewart, John Becker, Bruce McFarland, Gordon Clark, Milton Seltzer, Charles Mendick, Scott Landers, Walter Hill

Bigelow Thtr(film) DuM 10pm The Big Hello - by Walter Brown Newman; with Cesar Romero, Jeanne Cagney, Raymond Burr, Kathryn Card

Crime Photographer CBS 10:30 Brains - by Raphael Hayes; with Maxwell Glenville, Jane White, Louis Sorin, Bert Conway, Lonny Chapman, Philip Leeds, Tiger Andrews

Ellery Queen DuM 9pm The Dead Man Who Walked - by Henry Misrock; with Mary Beth Hughes, Lawrence Fletcher, Arthur Kohl, Paul Genge

Ford Festival NBC 9pm Jan Murray, Johnson & Owen(aerial act)

Garry Moore CBS 1:30 Mickey Ross & Bernie West(C)

THURSDAY SEPTEMBER 20(Continued)

<u>Kate Smith</u>	NBC 4pm	Fred & Susan Barry(D), Kay Thompson & Williams Brothers, Martin Brothers(puppeteers)
<u>Little Show</u>	NBC 7:30	Romona Lang(D)
<u>Martin Kane</u>	NBC 10pm	<u>The Murder Of The Septuagenarian Recluse</u> - with Margaret Hayes, Morton L. Stevens, Charlott Knight, Stewart Bradley
<u>Meet...Cover Girl</u>	CBS 3:30	Beth Douglas(S), Miss Sweden
<u>Racket Squad(film)</u>	CBS 10pm	<u>The Miracle Mud</u> - with Jess Barker, Paul Cavanaugh, Al Hurwitz, Linda Johnson, Will Geer
<u>Starlight Theater</u>	CBS 8pm	<u>The Gravy Train</u> - by Loren Singer; with Dane Clark, Hildy Parks, Loring Smith
<u>Steve Allen</u>	CBS 12:45	Merv Griffin(S), Tables Davis(D)
<u>Stork Club</u>	CBS 7:45	Joseph P. Marcella(Collector of Internal Revenue)
<u>T-Men In Action</u>	NBC 8:30	<u>The Case Of The Unsealed Lips</u> - by Abe Ginnes; with Jason Robards Jr., Donald Keyes, Adelaide Bean, Osna Palmer, Herbert Armstrong

FRIDAY SEPTEMBER 21

<u>Big Story</u>	NBC 9pm	<u>Reporter Ruth Magglebee of the Boston Record-American</u> - adapt by Abe Ginnes; with Eileen Heckart, Larry Robinson, Allan Stevenson, Patricia Hosley, Jack Davis, Shirley Blane, Nell Harrison
<u>Cavalcade Of Stars</u>	DuM 10pm	Mimi Benzell, Carl Ravazza, Kathryn Lee
<u>Crime With Father</u>	ABC 9pm	Steve Gethers, Timothy Lynn Kearse, Ray Mulderick, Lucille Patton, Fred Draper
<u>Eloise Salutes</u>	DuM 11pm	Susan Reed
<u>Garry Moore</u>	CBS 1:30	Dolores Gray
<u>Kate Smith</u>	NBC 4pm	Joe Howard, Mary Kaye Trio
<u>H'wood Opening Night(film)</u>	CBS 10:30	<u>Some Small Nobility</u> - by Les Crutchfield, @ by Axel Gruenberg & Jack Hively; with Joan Banks
<u>Man Against Crime</u>	CBS 8:30	Fred Irving Lewis, Henry Lascoe, Patricia Jenkins, Tiger Andrews, Frank Marth, Mason Curry
<u>Steve Allen</u>	CBS 12:45	Bob Haymes(S), Franklin & Astrid(acro)
<u>We, The People</u>	NBC 8:30	Capt. Lynden E. Thomason & Lt. Elmer L. Barnes (helicopter air rescue service pilots in Korea), variety acts from the Latin Quarter show

IN NEW YORK CITY

LUTHER ADLER legit-film actor avail TV -
AGT: Jack Lawrence JU 2-3885

MISCHA AUER avail TV - CONTACT: Nat Debin,
Lew & Leslie Grade Ltd.
JU 6-4190

RICHARD ARLEN film actor avail TV - AGT:
Jack Lawrence JU 2-3885

MARGARET CULKIN BANNING in NYC Sept 24
thru Oct 4, avail intvw - CON: Ramona
Herdman, Harper & Bros MU 3-1900

WILLIAM BENDIX - AGT: William Morris
JU 6-5100

JOAN BENNETT - AGT: Jack Lawrence

CONSTANCE BENNETT - AGT: Jack Lawrence
JU 2-3885

HUMPHREY BOGART & LAUREN BACALL back from
Europe - AGT: Famous Artists
CI 7-6200

PHIL BRITO from Canada mid-Sept - AGT:
Charles V. Yates MU 7-4256

GERALDINE BROOKS returned from Italy -
AGT: William Morris JU 6-5100

DOROTHY CLAIRE current Paul Winchell show
AGT: Charles V. Yates

BILL CALLAHAN - dancer avail TV - MGR:
Stanley Rayburn LU 2-2173

PAUL DOUGLAS & JAN STERLING - AGT:
William Morris JU 6-5100

LARRY GATES actor from coast this week -
AGT: Barna Ostertag, Kroll
Agcy PL 7-4250

LILLIAN GISH - AGT: Jack Lawrence
JU 2-3885

SPIKE JONES - PRESS: Buddy Basch
MU 7-8351

DIANA LYNN from coast in 2 weeks - AGT:
Joe McGee, Wm Morris JU 6-5100

ANITA LOOS returned from Europe

RAY MALONE dancer current Paramount -AGT:
General Artists CI 7-7550

"FLAME" dog featured in U-I film "You
Never Can Tell" avail TV Sept 21-
24 - CON: Al Mendelsohn PL 9-8000

IRENE MANNING back from Europe- AGT:
William Morris

THE MERRY MACS vocal group avail TV - AGT:
Nat Debin, Lew & Leslie
Grade, JU 6-4190

THOMAS MITCHELL - AGT: Sam Jaffe PL 9-6693

ROSS REPORTSIN HOLLYWOOD

ROBERT COOTE - AGT: Gibbs Agency, NYC
PL 7-5959

DAGMAR - MGR: Jaffe & Jaffe, NYC PL 9-5767

DENISE DARCEL current MGM Pictures - PRESS
Kurt Hofmann, NYC PL 3-7676

PEGGY DOW - MGR: Harold Rose Artists
CR 4-6051

NELSON EDDY avail TV - MGR: Columbia
Artists MA 6-2327

MARLO DWYER - AGT: Earl Kramer CR 6-2338

CLORIS LEACHMAN NY TV actress in H'wood
for indefinite stay - AGT: Charles
Feldman CR 1-5222

GENE LOCKHART - AGT: Rosalie Stewart Agcy
CR 4-6123

TONY MARTIN & CYD CHARISSE - Martin return
NYC late this week - PRESS: Buddy
Basch, NYC MU 7-8351

CLAIRE BOOTH LUCE now in H'wood

IN NEW YORK CITY cont.

MARILYNN NOWELL singer returned from
England - AGT: Nat Debin
JU 6-4190

MARGARET O'BRIEN avail TV - AGT: Jack
Lawrence JU 2-3885

NINA OLIVETTE singer-comedienne back from
summer tour - AGT: Al
Grossman CI 5-8422

ZASU PITTS avail TV - AGT: Jack Lawrence

RON RANDELL film-legit actor in NY, avail
TV - AGT: Denny Beach, Howard
Hoyt Agcy LA 4-0089

ALEXIS SMITH from coast this week, avail
TV - AGT: Lucy Kroll PL 7-4250

BILL TREADWELL author "50 Years Of American
Comedy" publ Sept 24, avail
intvw - CONTACT: George
Lewis OR 9-4545

KATHARINE HEPBURN - CONTACT: Carl Nielsen

SIGNE HASSO - AGT: Frances Head, Gibbs
Agcy PL 7-5959

MARGUERITE PIAZZA - PRESS: Larry Penzell,
Muriel Francis PL 9-5600

SANDRA DEEL - AGT: Bonnie Alden, Baum-
Newborn Agcy BR 9-6377

GEHRIG & WEISMULLER dancers avail TV - AGT:
Bonnie Alden

TALENT LOCATOR

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(23) CBS(Ch2) -- 12 noon-after midnite; HIGHLIGHT; Crusade for Freedom Marathon; from WCBS-TV & other sta to net; Sustaining; Superv - Marlo Lewis CBS; Prod - Danny Dare CBS; Ed Sullivan serves as coordinator and MC of this TV marathon, presented throughout the day on various programs and on his own show, for the purpose of gaining financial and moral support against communism; first program on the East-West cable, and will be the first entertainment program to be telecast on transcontinental facilities.

NBC(Ch4) -- Various times; HIGHLIGHT; Crusade for Freedom Drive; from WNBT & other sta to the net; with the cooperation of its advertisers, NBC will promote the drive on all programs this date.

2:30-3pm; NEW TIME; American Forum of the Air; from WNBW(Wash) to the net; Sponsor - Bohn Aluminum thru Zimmer-Keller(Detroit);

Pkgr - Theodore Granik; Dir - Carl Degen WNBW; moves to this time from 10-10:30pm same day; program will be simulcast from this date; guests are Rep Dewey Short(R-Mo) and Erle Cocks, Jr, national commander of the American Legion.

10-10:30pm; HIGHLIGHT; Woman Power; from WNBT to the net; Sustaining; Mrs. Anna Rosenberg, Asst Secretary of Defense, and members of the Defense Advisory Committee on Women in the Services, including Helen Hayes, point up the advantages for women enlisting in the armed forces on this special program which includes films of various women's military training centers.

Mon(24) ABC(Ch7) -- 8-8:30pm alt Mon; DEBUT; The Amazing Mr. Malone; from WJZ-TV to 11 sta plus 36 kine; Sponsor - Seiberling Rubber thru Meldrum & Fewsmith(Cleveland); Pkgr - Bernard Schubert Ent; Prod-Dir - Ed Peterson at Schubert; Scripts - Harry Kurnitz, Ben Feiner, Jr., Alvin Boretz, Gene Wang, Charles O'Neill & James Blumgarten; Lee Tracy stars in the title role as a criminal lawyer taking on cases he believes in as a "public defender".

CBS(Ch2) -- 12:15-12:30pm Mon thru Fri; DEBUT; Love of Life; from WCBS-TV to 29 sta; Sponsor - Amer Home Products(Anacin, Heet Liniment, Krypton) thru Biow; Prod - Charles Schenck, Biow; Dir - Larry Auerbach, Biow; Scripts - John D. Hess; Narrator - Charles Mountain; Anncr - Don Hancock; Music - John Gart at the organ; Peggy McCay plays the leading role in new dramatic serial; other cast includes Paul Potter, Jean McBride & Marie Kenney.

11-11:15pm; M,W,F; NEW TIME; Chronoscope; from WCBS-TV to 8 sta plus 6 kine; Sponsor - Longines-Wittnauer thru Victor A. Bennett Agency; Prod-Dir - Alan Cartoun at Longines; had been on Monday only at this time; Host Frank Knight and editor Frank W. Taylor, with regular panelists Henry Hazlitt and William Bradford Huie, discuss the current phase of world history.

Tue(25) ABC(Ch7) -- 11pm-12m; DEBUT; The Chicago Symphony Chamber Orchestra; from WENR-TV(Ch1) to the net(not on WJZ-TV); Sustaining; Dir - Dan Shuffman WENR-TV; Anncr - Ken Nordine; Rafael Kubelik, Chicago Symphony conductor, will lead the Chamber Orchestra which is composed of 25-30 musicians drawn from members of the full Chicago Symphony Orchestra.

DuM(Ch5) -- 9-10pm; LAST SHOW; Cavalcade of Bands; from WABD to 14 sta plus 10 kine; Sponsor - Drugstore TV Prods thru Product Adv; Prod - Milton Douglas PAC; Dir - Frank Bunetta DuM; sponsor replaces show with Cosmopolitan Theater, new dramatic show, on October 2.

THIS WEEK'S HIGHLIGHTS: THEATRE, MUSIC, TV, RADIO

NBC (CH) -- Various times; THEATRE: THEATRE for THEATRE from THEATRE and other acts to the net; with the cooperation of its advertising. NBC will promote the drive against this date.

ABC (CH) -- Various times; THEATRE: THEATRE for THEATRE from THEATRE and other acts to the net; with the cooperation of its advertising. NBC will promote the drive against this date.

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THIS WEEK(Continued)

Thu(27) ABC(Ch7) -- 9:30-10pm; DEBUT; Gruen Theater; from WJZ-TV(on film) to 21 sta; Sponsor - Gruen Watch thru McCann-Erickson; filmed in Hollywood by Revue Prods(MCA); Prod - Leon Fromkiss; first film is an adaptation of Sidney Field's "Unfinished Business" by Frank and Doris Hursley; Dir - Richard Irving; Cast includes Dane Clark, Ann Rutherford, Alan Mowbray & others.

Sat(29) ABC(Ch7) -- Game Time; RETURN; University of Pennsylvania Football; from WFIL(Phila) to the ABC net; Sustaining; ABC will telecast all 8 of the home game of the Univ of Penn from Franklin Field; schedule as follows: 9/29 California, 10/6 Dartmouth, 10/13 Princeton, 10/20 Columbia, 10/27 Navy, 11/3 William and Mary, 11/17 Army, 11/24 Cornell.

CBS(Ch2) -- Game Time; DEBUT; Football from various CBS sta to the net(COLOR); Sustaining; Prod-Dir - Judson Bailey; Connie Desmond will be the principal broadcaster for the first color-television football schedule as follows: 9/29 California at Pennsylvania, 10/6 Princeton at Navy, 10/13 Dartmouth at Army, 10/20 North Carolina at Maryland, 10/27 Columbia at Army, 11/3 Notre Dame at Navy, 10/10 Maryland at Navy, 10/17 Army at Pennsylvania, 10/24 Cornell at Pennsylvania; also half-hour interview program before each game.

NBC(Ch4) -- Pre-Game Time: DEBUT; Interview Show with Ted Husing; from WNBT to the net; Sponsor - General Tire & Rubber thru D'Arcy; a 15 min film-interview show with Ted Husing discussing outstanding games of the day and interviewing top coaches; the film will include clips of outstanding football contests of last season.

Game Time; DEBUT; Football; from various NBC sta to the net; Sponsor - Westinghouse thru Ketchum, MacLeod & Grove(Pittsburgh); games will be telecast each Sat for 9 weeks, although each city will be limited to seven telecasts; the full network will carry three games - Notre Dame Southern Methodist on Oct 13, Illinois-Wisconsin on Oct 6 and Michigan-Ohio State on Nov 24; regional and inter-regional telecasts are also scheduled.

Post-Game Time; DEBUT; Jimmy Powers Interviews; from various sta to the net; Sponsor - National Carbon(Prestone Anti-Freeze) thru William Esty; Powers, and other top sportscasters, will interview leading gridiron performers, plus an up-to-the-minute roundup of scores of the day.

LAST WEEK'S NETWORK CHANGES

ABC - Frosty Frolics; DEBUT SEPT 19; from WJZ-TV(on kine) to the net; Sponsor - Amer Vitamin Assoc(Orvita, Thyavals, Formula 621) thru Schwimmer & Scott(Chi); Prod-Dir - Klaus Landsberg KTLA(Hwood); Choreographer - Bob Turk; a new variety show on ice featuring April and Roy Schramm, Evy Scotvold, Mae Edwards, Dorothy McCusker, Joan and Buff McCusker, The Frolettes; Manny Strand & his Tyrolean Troubadors supply the music; Stan Chambers is MC, and guest stars are used.

COAST-TO-COAST TELECASTING PLANS OF ABC & CBS

ABC-TV

Sept 30 - Paul Whiteman Revue (E-W)
Oct 3 - Celanese Playhouse (E-W)
Frosty Frolics (W-E)
Nov 1 - Stop the Music (E-W)
9 - Life With Linkletter (W-E)
10 - Paul Whiteman TV Teen Club (E-W)

CBS-TV

Sept 30 - This is Show Business (E-W)
Fred Waring Show (E-W)
Celebrity Time (E-W)
Oct 1 - Douglas Edwards News (E-W)
Arthur Godfrey's Scouts (E-W)
Studio One (E-W)
11 - Burns & Allen (W-E)

Richard Irving; Cast includes Louis Oliver, Ann Rutherford, Alan Mowbray & others.
adaptation of Sidney Field's "Frenzied Business" by Frank and Davis Huxley; dir.
by Lewis Allen (MC) & Fred - Leon Hershberg; first film in an
open-ended series which then became Hershberg's; filmed in Hollywood
TSC(27) AWC(01) -- 2:00-10pm; DRAFT: Green Theatre; from WKA-TV(on film) to 21 state;

10/27 Ray, 11/5 William and Mary, 11/17 Army, 11/24 Cornell.
Sale as follows: 9/29 California, 10/15 Princeton, 10/20 Columbia,
of the home game of the Univ. of Penn from Franklin Field; also-
9/21 (Phil) to the ABC net; 9/24 (Phil) ABC will telecast all 5
Set (2) ABC (NY), 9/29 (NY) ABC (NY), University of Pennsylvania football; from

at Pennsylvania; also full hour interview given in future each game.

Home Game at Navy, 10/10 Maryland at Navy, 10/17 Army at Pennsylvania, 10/24 Cornell Dartmouth at Army, 10/20 North Carolina at Navy, 10/27 Columbia at Army, 11/2 scheduled as follows: (2) California at Pennsylvania, 10/11 Princeton at Navy, 10/12

Princeton broadcaster for the first color-television football game.

Scheduling: First-OT - Boston Marley; Connie Desmond will be the

Game Time: 10:00 PM; Football from various CBS sites to the net (Golden

(CBS) (CHS)

of the day and interviewing top executives, the firm will identify a line of outstanding football contracts of least concern.

Regional and inter-regional telecasts are also scheduled. Methodists on Oct 15, Illinois-Wisconsin on Oct 6 and Michigan-Missouri on Nov 24. The 1982 network will carry three games: Notre Dame-Northern Illinois will be telecast each day for 5 weeks, starting each day with limited to 2 hours. Westinghouse and Ketchikan, Alaska (Ketchikan) Game time: 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 264

performers, plus an up-to-the-minute roundup of scores and news.
William S. G. Jones, and other top sportscasters, will interview leading British
to the next sponsor a National Olympic Committee (NOC) that
Test Series (TSS), which is the only series of tests that

CONTAINED WITHIN THE ABOVE CASE

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VT-280

Sept 30	- Paul Whitteman, Nevada (E-W)
Oct 5	- Celestine Flanagan (E-W)
	- Frosty Proctor (W-E)
Nov 1	- Stop the Music (E-W)
9	- Life With Hankletter (W-E)
10	- Paul Whitteman IV Teen Club (E-W)

PROGRAM	NET TIME	GUESTS
(S - Singer; D - Dancer; C - Comic; M - Musician)		

FRIDAY SEPTEMBER 21

<u>Front Page Det(film)</u>	DuM 9:30	<u>Clean Sweep</u> - with George Pembroke, Harry Tyler, Ann Savage, Bill Lester, Dan Riss, Gail Bonney
<u>Mohawk Showroom</u>	NBC 7:30	Larry Douglas(S)

****Other shows on this date were listed in last week's issue.

SATURDAY SEPTEMBER 22

<u>All Star Revue</u>	NBC 8pm	Ed Wynn, MC; Joan Blondell, Anne Jeffreys, Valerie Bettis, Tippy & Cobina(monkey act)
<u>Big Top</u>	CBS 12n	Ferdinand the Bull, Lott & Joe Anders(jugglers)
<u>Faye Emerson</u>	CBS 9pm	<u>Salute To Pittsburgh</u> - with William Eythe, Maxine Sullivan(S), Errol Garner(pianist), Jackie Heller(S)
<u>Ken Murray</u>	CBS 8pm	Diana Lynn, Robert Sterling, Benny Goodman & quintet
<u>Patricia Bowman</u>	CBS 6:45	Gale Meredith(S), Hadassah(D)
<u>Show Goes On</u>	CBS 9:30	<u>Talent</u> : The Catron Bros(D), Hazel Dawn, Jr, Margo Wade(D); <u>Robert's Cue</u> : Lee Lindsey(S-D); <u>Buyers</u> : Lawrence Tibbett("Peter Pan"), Henry Kimmelman(Virgin Islands Hotel), Lou Appleby(Casino Theater in Toronto)
<u>Songs For Sale</u>	CBS 10pm	<u>Guest Singers</u> : Toni Arden, Donald Richards; <u>Judges</u> : Morey Amsterdam, Bob Hilliard, Martin Block
<u>2 Girls Named Smith</u>	ABC 12n	Marcia Henderson replaces Peggy Ann Garner during latter's illness
<u>Show Of Shows</u>	NBC 9pm	Tom Ewell, MC

SUNDAY SEPTEMBER 23

<u>Author Meets Critics</u>	NBC 10:30	<u>Jinx</u> - autobiography by Jinx Falkenburg; Tex McCrary moderates with John K.M. McCaffery; Pegen Fitzgerald(for), Edith Walton(against)
<u>Celebrity Time</u>	CBS 10pm	George Kaufman & Leueen McGrath
<u>Colgate Comedy Hour</u>	NBC 8pm	Ezio Pinza, MC; with Milton Berle, Martha Wright, Paul Winchell & Jerry Mahoney, Colette Marchand(D)
<u>Fred Waring</u>	CBS 9pm	Beatrice Kay
<u>Gabby Hayes</u>	NBC 5pm	<u>Story of Lydia Darrah, Quaker Lady</u> - with Mabel Paige, Malcolm Keen, Anne Jackson, Leslie Linder, Charles Sladen, Floyd Curtis

PROGRAM

NET TIME

GUESTS

E - Elgin; D - Denver; C - Chicago; M - Musicalian)

FRIDAY SEPTEMBER 21

Front Page Det(11m) Dan 9:30
 Mohawk Showroom NBC 7:30
 Larry Douglas(S)

***Other shows on this date were listed in last week's issue.

SATURDAY SEPTEMBER 22

All Star Review NBC 6pm
 Ed Ryan, MC; Joan Blondell, Anna Jelliffe, Valeria
 Bettie, Tippy & Collins(monkey act)
 Big Top CBS 12m
 Ferdinand the Bull, Lot & Joe Anderson(Maglevs)
 Faye Emerson CBS 9pm
 Salute to Pittsburgh - with William Fyfe, Maxine
 Sullivan(S), Errol Garner(piano), Jackie Keller(S)
 Ken Murray CBS 8pm
 Clara Lynn, Robert Sterling, Benny Goodman & quartet
 Patricia Bowman CBS 6:45
 Gale Meredith(S), Mahanah(D)
 Show Goes On CBS 9:30
 Talent: The Cotton Bros(D), Hazel Dawn, Jr, Margie
 Wade(D); Robert's Cox: Lee Lindsey(S-D); Bowers:
 Lawrence Tibbett("Merry Men"); Harry Kinsman(Virgin Islands
 Hotel), Lou Appleby(Casino Theater in Toronto)
 Songs For Sale CBS 10pm
 Guest Singers: Tom Archer, Donald Richards; Judges:
 Mory Anderson, Bob Hilliard, Martin Block
 S Girls Named Switch ABC 12m
 Martin Henderson replaces Penny Ann Garner during
 latter's illness
 Show Of Shows NBC 9pm
 Tom Swell, MC

SUNDAY SEPTEMBER 23

Author Meets Critics NBC 10:30
 Link - autobiography by Link Wickersburg; Tex
 McCarty moderates with John K.M. McCaffery; Fagan
 Fitzgerald(for), Edith Walton(against)
 Celebrity Line CBS 10pm
 George Kaufman & Jeanne McGrath
 Colgate Comedy Hour NBC 8pm
 Edio Hines, MC; with Milton Berle, Martha Wright,
 Paul Winchell & Jerry Mahoney, Collette Marstrand(D)
 Fred Waring CBS 9pm
 Beatrice Kay
 Gaby Hayes NBC 5pm
 Story of Lydia Barker, Quaker Lady - with Mabel
 Paige, Malcolm Keen, Anne Jackson, Leslie Linder,
 Charles Staben, Floyd Curtis

SUNDAY SEPTEMBER 23(Cont'd)

<u>Lamp Unto My Feet</u>	CBS 5pm	<u>The Letter</u> - by Palmer Thompson; with Nelson Olmstead, Nell Clarke, John Seymour, Morton Stevens; <u>Guests:</u> Dr. Jesse Stitt(Village Presbyterian Church), Ambassador Francis B. Sayre
<u>Leave It...Girls</u>	NBC 7pm	Otto Preminger, Yolande Betbeze, Florence Pritchett, Robin Chandler, Eloise McElhone
<u>Man Of The Week</u>	CBS 5:30	Sen. Estes Kefauver, guest; <u>Panel:</u> Robert Patterson (former Secty of War), Cody Fowler(Pres, American Bar Association)
<u>Meet The Press</u>	NBC 4pm	<u>Guest:</u> Daniel A. Kimball(Secretary of Navy); <u>Panel:</u> Ned Brooks(NBC), Raymond Brandt(St. Louis Post-Dispatch), Jack Norris(Washington Post)
<u>Nose For News</u>	WOR 7:45	Roy Meredith(WOR-TV Dir of Sports & Special Features), Pat Hardy(Miss Brooklyn of 1951)
<u>Paul Whiteman</u>	ABC 7pm	Doretta Morrow(S), Earl Wild(pianist)
<u>Philco Playhouse</u>	NBC 9pm	<u>The Spur</u> - by Ardythe Kennedy; with Alfred Ryder, Wesley Addy, Everett Chambers, Muriel Berkson, Sydney Smith, Marjorie Maude, Ward Costello, Howard Caine, Richard Shankland, Service Bell, Pat Malone, John Baragrey, Martin Newman, Peter Brandon, Suzanne Jackson
<u>Plainclothesman</u>	DuM 9:30	<u>Sleep for Sale</u> - with Lester Mack, Maurice Shrog, Barbara Cook, Mary Corbett
<u>Rocky King</u>	DuM 9pm	<u>Slightly Suicide</u> - by Milton J. Kramer; with Carl Betz, Barbara Joyce, Joseph Holland, James McMahon
<u>Star Of The Family</u>	CBS 6:30	Connee Boswell, Mary Kaye Trio, Frank Marlowe(C)
<u>This Is Show Bus.</u>	CBS 7:30	Georgie Kay, Nanci Crompton, Frank Guerrara; Arleen Whelan, guest panelist
<u>Toast Of The Town</u>	CBS 8pm	Elsa Lanchester, Evelyn Knight, Harvest Moon Ball winners, Roy Campanella, Jackie Robinson, Gil Hodges, Sal Maglie, Teddy Williams
<u>Trapped</u>	WOR 10pm	<u>Excitement</u> - with Helen Warren, Joseph Draper, Michael Donahue

MONDAY SEPTEMBER 24

<u>Gallery...Liu-Tsong</u>	DuM 8:30	<u>Burning Sands</u> - with Billy Kaye, Chris Gampel, Kurt Katch, P.J. Sidney, Coe Norton
<u>H'wood Screen Test</u>	ABC 7:30	Horace McMahon, guest; Bernie Grant, June Foray
<u>Kate Smith</u>	NBC 4pm	Georgie Price, The Juvellys(acro), John Butler Ballet group
<u>Lights Out</u>	NBC 9pm	<u>Rappaccini's Daughter</u> - by Nathaniel Hawthorne, adapt by Hal C. Hackady; with Eli Wallach, Ed Jerome Hope Miller, Miriam Goldina, Rudolph Justice Watson

SUNDAY SEPTEMBER 23 (Cont'd)

Leave into NY area	8:00 PM	The Entertainers - by Walter Thompson; with Nelson Gilm- stead, Neil Patrick, John Gorman, John Gorman; Guests: Mr. Lester (Village Presbyterian Church), Ambrose for Francis B. Gorman
Leave for home	8:00 PM	Otto Preminger, Lorraine Hatcher, Florence Hatcher, Paulin Chandler, Misses McMillan
Man Of The Week	7:30 PM	Sen. Estes Kefauver, guest; Panel: Robert Patterson (former Secy of War), Gov. Fowler (Pres, American Bar Association)
Meet The Press	7:00 PM	Guest: Daniel A. Mahoney (Secretary of Navy); Panel: Red Brookes (ABC), Raymond Howard (St. Louis Post- Dispatch), Jack Morris (Washington Post)
None for home	7:00 PM	Ray Meredith (WOL-TV Dir. of Sports & Spectal Fan- ciful), Lee Hardy (Miss Brooklyn of 1951)
Paul Whitten	7:00 PM	Donette Morrow (S), Paul Wild (Panelist)
Radio Playhouse	7:00 PM	The Show - by Anthony Kennedy; with Alfred Ryder, Walter Allen, Everett Chubb, Daniel Jackson, Hyman Smith, Marjorie Mandel, Ward Costello, Howard Crane, Richard Jackson, Service Bell, Pat Malone, John Langley, Martin Lawrence, Peter Henson, Suzanne Jackson
Flamingo	6:50 PM	Guest for home - with Lester Mack, Maurice Brown, Barbara Cook, Mary Corbett
For My Kind	6:50 PM	Elizabetta Guitto - by Milton J. Kramer; with Carl Bea, Barbara Joyce, Joseph Holland, James McMahon
Star Of The Family	6:40 PM	Gordon Howell, Mary Kaye Liso, Frank Marlowe (C)
This Is Show Bus.	6:30 PM	Georgia Lee, Daniel Gorman, Frank Gorman; Arleen Wheeler, guest panelist
Toast Of The Town	6:00 PM	Las Lanchester, Evelyn Knight, Harvey Neen Ball, Winners, Ray Campbell, Jackie Robinson, Gil Hodges Hal Meale, Today William
Tipped	5:00 PM	Excitement - with Helen Warren, Joseph Draper, Michael Thomas
Galleria-Martin-Good	5:00 PM	Swinging Bands - with Billy Kaye, Gita Gangel, Nat Kitch, I. J. Ethney, Joe Gorman
Wood Screen Test	4:30 PM	Harold Mahan, guest; Marie Grant, Jane Foray
Kate Smith	4:00 PM	Guests: Fred, The Jewells (danc), John Butler Balise Group
White Girl	3:00 PM	Apprentice Lawyer - by Nathaniel Hawthorne, adapted by Hal C. Jackson; with Ed Welch, Ed Gorman Hope Miller, Miriam Collins, Ralph Justice Watson

MONDAY SEPTEMBER 24 (Cont'd)

<u>Lucky Strike Theater</u>	NBC 9:30	<u>I Am Still Alive</u> - by Edward Hope, adapt by Dennis Green; with Donald Woods, Judy Parrish, Audra Lindley, Jack Hartley, Arthur Hanson, Hollis Irving, John Harvey, Jock McGraw, John McGovern
<u>Lux Theater</u>	CBS 8pm	<u>A Matter of Life</u> - by Mac Shoub; with Edmond O'Brien, Elizabeth Johnson, Dick Moore, Lee Dimond
<u>Mike & Buff (COLOR)</u>	CBS 10:30am	MacKinlay Kantor
<u>Mohawk Showroom</u>	NBC 7:30	Elliott Lawrence(S-M)
<u>Steve Allen</u>	CBS 12:45	Bill Farrell(S), Danny Alexander(D)
<u>Studio One</u>	CBS 10pm	<u>The Little Black Bag</u> - adapt by Lois Jacoby & Paul Peters from factual narrative by Samuel R. Golding; with Harry Townes, Howard St. John, Frances Fuller, Eli Mintz, Salem Ludwig, Logan Field, Frank Overton, Joseph Leon, Floyd Ennis, Raymond Van Sickle, James Van Dyk
<u>Talent Scouts</u>	CBS 8:30	Godfrey returns; Michelle Dany(S), Dick Lee(tenor), Robbins & Bosworth(vocal duo), Los Key(instr.quintet)
<u>United Or Not</u>	ABC 8:30	Lester B. Pearson, Canadian Secty of State for External Affairs
<u>Vanity Fair</u>	CBS 2:45	Meyer Berger

TUESDAY SEPTEMBER 25

<u>Armstrong Theater</u>	NBC 9:30	<u>Danny's Tune</u> - by Frank P. De Felitta; with George Hall, Mary Kay Stearns, Rodney McLennan, Fred Hillebrand, June Walker, Rolly Beck, Edmund Dorsey, Marjorie Leach, Frederic Vonn
<u>Cavalcade of Bands</u>	DuM 9pm	Guy Lombardo, Kitty Kallen, Al Bernie, The Pickerts (stilt dancers), Mello-Larks
<u>Danger</u>	CBS 10pm	<u>Love Comes to Miss Lucy</u> - by Paul Bauman from story by Q. Patrick; with William Riva, Carmen Mathews, Margaret Barker, Milton Selzer, Sid Cassel
<u>Fireside Thtr(film)</u>	NBC 9pm	<u>White Violet</u> - by Bret Harte, adapt by Samuel B. Harrison; with Eve Miller, Jim Davis, Anthony Sydes, Howard Chamberlain
<u>Hands of Destiny</u>	DuM 10pm	<u>The Mail Order Bride</u> - by Lawrence & Virginia Dugan; with Louise Buckley, William Sharon, Abby Lewis, Gene Blakely, Harry Mehaffey, Hamilton Mott, James Reese
<u>Kate Smith</u>	NBC 4pm	<u>Lace On Her Petticoat</u> sequence; Teddy Hale(D), Sigmund Rothschild(art collector), Evalyn Tyner(pianist)
<u>Little Show</u>	NBC 7:30	Margaret Hamilton
<u>Mike & Buff (COLOR)</u>	CBS 10:30am	Peter Donald, Carole Stupell

Harvey, Jack McGowan, John McGowan,
 Landis, Jack Landis, Arthur Hanson, Billie Irving, John
 Green, with Donald Woods, Judy Purvis, Anne
 Lucky Strike Theatre, WSO 9:30 I Am Still Alive - by Edward Hope, songs by Dennis

Box Theater
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A Matter of Life - by Mac shouls; with Edmond
O'Brien, Gilbert Jeannet, Dick Moore, Lee Bismond

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Wicks & Buttrick

TUESDAY SEPTEMBER 25(Cont'd)

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|-----------------------------|-----------|---|
| <u>Mr & Mrs Mystery</u> | WOR 8pm | <u>The Case Of The Boardinghouse Poet</u> - with Wendell Phillips, Kathleen Bolton |
| <u>Steve Allen</u> | CBS 12:45 | Toni Arden, Morey Amsterdam, Carrol Sisters(acro) |
| <u>Stork Club</u> | CBS 7:45 | John Ireland, Lewis Weber |
| <u>Suspense</u> | CBS 9:30 | <u>Doctor Anonymous</u> - by Antony Ellis, adapt by Victor Wolfson; with Walter Slezak, Josephine Brown, Joyce Linden, David Olsson, Francis Compton, Alan Shayne |
| <u>Texaco Star Theater</u> | NBC 8pm | Vaughn Monroe, Patrice Munsel, Basil Rathbone, Louis Armstrong, Condos & Brandow |

WEDNESDAY SEPTEMBER 26

| | | |
|-------------------------------|-------------|--|
| <u>Kate Smith</u> | NBC 4pm | Sharon Porter(child singer), The Redheads(vocal trio) The Wright Brothers(D), Ethel & Albert sketch |
| *** <u>Kate Smith</u> | NBC 8pm | Ed Wynn, Miriam Hopkins, Evalyn Tyner(M) |
| <u>Kraft Theater</u> | NBC 9pm | <u>The Climax</u> - by Jacques Duval; with Jack Arthur, Oliver Thorndike, Olive Deering |
| <u>Mike & Buff(COLOR)</u> | CBS 10:30am | Fred & Sledge(D) |
| <u>Mohawk Showroom</u> | NBC 7:30 | Snooky Lanson |
| <u>Shadow Of A Cloak</u> | DuM 9:30 | <u>The Two-Faced Man</u> - by Michael Morris; with Ted Hecht, Emily Lawrence, Maurice Wells, Claire Kirby, Bill Nimmo, Arny Freeman |
| <u>Steve Allen</u> | CBS 12:45 | Fred & Sledge(D) |
| <u>The Web</u> | CBS 9:30 | <u>The Customs Of The Country</u> - adapt by Alvin Sapinsley from story by Gerald Kersh; with Peter Cookson, Joseph Anthony, Ann Marno, Gene Gross |

THURSDAY SEPTEMBER 27

| | | |
|---------------------------|-----------|---|
| <u>Alan Young</u> | CBS 9pm | Lina Romay |
| <u>At Home</u> | ABC 10:30 | Mimi Benzell |
| <u>Big Town</u> | CBS 9:30 | <u>House By The Track</u> - by Alvin Boretz & Charles Robinson; with Harold Vermilyea, Paul Ford, Robert Simon, Hy Anzel, Warren Parker, Ruth Connelly, Henry Craig Neslo |
| <u>Bigelow Thtr(film)</u> | DuM 10pm | <u>A Man's First Debt</u> - by Jerome Brondfield; with Lloyd Bridges, Eduardo Ciannelli, Maria Palmer, Jeffrey Silver, Richard Barron, John Frazer |
| <u>Crime Photographer</u> | CBS 10:30 | <u>The Clean-Up</u> - by Ben Radin; with Gilbert Green, Lili Darvas, Mario Gallo, Wolfe Barzell, Joseph De Santis, Harry Clark, Carmen Costi |
| <u>Don Ameche</u> | ABC 9pm | Mischa Auer |

THE HISTORY OF THE

REIGN OF KING CHARLES THE FIRST

IN THE YEAR OF HIS MAJESTY'S DEATH

BY JOHN BURNET

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THURSDAY SEPTEMBER 27(Cont'd)

| | | |
|---------------------------|-----------|--|
| <u>Ellery Queen</u> | DuM 9pm | <u>Murder In The Death House</u> - by Betty Loring; with Rex Williams, Raymond Bramley, Tommy Nello, Nick Dennis, Bernard Burke |
| <u>Ford Festival</u> | NBC 9pm | Diana Lynn, Jan Murray, Park & Clifford(acro) |
| <u>Kate Smith</u> | NBC 4pm | Hector & Byrd(D), Jackie Heller, Fashion Showcase |
| <u>Racket Squad(film)</u> | CBS 10pm | <u>The Skin Game</u> - with Benay Venuta, Tom Neal, Frank Jenks, Barbara Reed, Hal Girrard |
| <u>Steve Allen</u> | CBS 12:45 | Sunny Howard(C) |
| <u>Stork Club</u> | CBS 7:45 | 1st winner of "Weekend at the Stork Club" contest |
| <u>T-Men In Action</u> | NBC 8:30 | <u>The Case Of The Troubled Waters</u> - by Abe Ginnes; with Ross Martin, Phil Sterling, William A. Lee, Neal S. Polidori, Gordon B. Clarke, Nellie Burt |
| <u>Vanity Fair</u> | CBS 2:45 | Tighe Woods(Housing Expediter) |

FRIDAY SEPTEMBER 28

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|-----------------------------|-----------|--|
| <u>Big Story</u> | NBC 9pm | <u>Nolen Bulloch of Tulsa, Oklahoma</u> - adapt by Jack Bentkover; with Ralph Stantley, William Grey, Ramsay Williams, Perry Bruskun, Janet Ward, Arthur Kohl, John D. Seymour, Eugene W. Ruymen |
| <u>Cavalcade Of Stars</u> | DuM 10pm | Rosalind Courtright, Jackie Heller, Harold & Lola(D) |
| <u>Crime With Father</u> | ABC 9pm | <u>Where Love Is A Stranger</u> - by Lawrence Menkin; with Ruth Gilbert, Jack Bittner, Owen Jordan, Jack Carron |
| <u>Eloise Salutes</u> | DuM 11pm | Douglas Leigh |
| <u>Front Page Det(film)</u> | DuM 9:30 | <u>The Murder Is Anonymous</u> - with Bettie Best, George Pembroke, Barbara Fuller, Ben Welden, Paul Cavanagh, Jack Daly, Dan Morton |
| <u>Kate Smith</u> | NBC 4pm | Molly Picon, John Butler Ballet Group |
| <u>Man Against Crime</u> | CBS 8:30 | Alfreda Wallace, Helen Waren, Herbert Nelson, Henry Calvin, Graham Velsey, Clark Williams |
| <u>Mohawk Showroom</u> | NBC 7:30 | Bob Haymes |
| <u>Perry Como</u> | CBS 7:45 | Nat "King" Cole Trio |
| <u>Steve Allen</u> | CBS 12:45 | Barry Sisters(S), Ray Royce(unicyclists) |
| <u>Tales Of Tomorrow</u> | ABC 9:30 | <u>Dark Angel</u> - by Lewis Padgett, adapt by Alvin Sapinsley; with Sidney Blackmer, Meg Mundy, Don Briggs, John McGovern |
| <u>We, The People</u> | NBC 8:30 | Harold Stassen representing Crusade For Freedom; Miss Jerry Gustafson and Harper Stratt of alligator accident in Florida |

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|---|-----------|--|
| accident in Florida | NBC 8:30 | Man Jerry Gustafson and Harper Street of alligator |
| Harold Hansen representing Graceland For Freedom | | |
| John Anderson | | |
| Joe with Elmer Blackwell, Max Mundy, Don Briggs | | |
| late arrival - by Lewis Redgett, adapt by Alvin Sapins | ABC 9:30 | Trails of Tomboy |
| Betty (Marilyn), Ray Horne (Marilyn) | CBS 12:45 | Steve Allen |
| Wat "King" Cole Trio | CBS 7:45 | Book Club |
| Bob Haynes | WFO 7:30 | Man and his Crime |
| Calvin, Graham Vasey, Clark Williams | CBS 8:30 | Kate Smith |
| Alfred Wallace, Nelson Watson, Herbert Nelson, Henry | WFO 8:30 | Crime with Father |
| Molly Brown, John Butler Miller Group | WFO 8:30 | Front Page (film) Dan 9:30 |
| Jack Kelly, Dan Watson | | |
| Robert, Robert Miller, Ben Weiden, Paul Cavanaugh | | |
| The Miller is anonymous - with Bettye Best, George | | |
| Longue-tail | | |
| Ruth O'Brien, Jack Bittner, Carl Leland, Jack Carter | ABC 9:30 | Cavalier of Spain |
| There's Love in a Starman - by Lawrence McKinn, with | | |
| Norman O'Donoghue, Jackie Miller, Harold & Lela (D) | | |
| Raymond, Eugene E. Ryan | | |
| William, Betty Franklin, Janet Ward, Arthur Kohl, John D. | | |
| Donatover, with Ralph Stanley, William Grey, Ramsey | | |
| Notes: English of Tulsa, Oklahoma - adapt by Jack | | |
| THE 1948 SEASON 28 | | |
| Tips Woods (Housing Expediter) | | |
| Pollock, Gordon B. Clarke, Nellie But | | |
| Man, Arthur, Phil Sterling, William A. Lee, Neil E. | | |
| The Case of the Troubled Waters - by Abe Ginn: with | WFO 8:30 | Man in Action |
| 1st winner of "Weekend at the Book Club" contest | | |
| Garry Howard (C) | CBS 12:45 | Steve Allen |
| Jack, Herbert Reed, Hal O'Connell | | |
| The Skin Game - with Bettye Venable, Tom Neal, Frank | CBS 10:30 | Book Club (film) |
| Hooten & Bailey (V), Jackie Miller, Fashion Showman | WFO 8:30 | Kate Smith |
| Diana Lynn, Jan Murray, Frank A. Clifton (actor) | WFO 9:30 | Crime with Father |
| Murder in the Death House - by Bettye Venable with | | |
| Jack Williams, Norman Stanley, Tom Neal, Nick | | |
| Kenia, Howard Burns | | |

IN TOWN - POSSIBLE GUEST SHOTS

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|--|---|
| <u>RICHARD ARLEN</u> expected from the coast
AGT: Jack Lawrence JU 2-3885 | <u>ELSA LANCHESTER</u> - AGT: Frances Head,
Gibbs Agcy PL 7-5959 |
| <u>KAY ARMEN</u> vocalist avail TV - MGR: Jack
Beekman CO 5-0915 | <u>FRANK LIBUSE</u> "The Mad Waiter" in NY mid-
Oct, avail TV - AGT: Al
Grossman CI 5-8422 |
| <u>RAY BARBER</u> vocalist avail TV - PRESS: Sid
Ascher LO 5-6396 | <u>DIANA LYNN</u> avail TV - AGT: Joe McGee,
Wm Morris JU 6-5100 |
| <u>KATHERINE BARD</u> legit actress avail TV -
AGT: Priscilla Morgan,
Liebling-Wood VA 6-3714 | <u>DOROTHY MALONE</u> here from coast - AGT:
Jack Lawrence JU 2-3885 |
| <u>RALPH BELLAMY</u> - PRESS: Earle Ferris
PL 9-2846 | <u>THOMAS MITCHELL</u> now in NY - AGT: Sam
Jaffe PL 9-6693 |
| <u>TONY BENNETT</u> vocalist avail TV - PRESS:
Sid Ascher LO 5-6396 | <u>MEG MUNDY</u> avail TV - AGT: Howard Hoyt
LA 4-0089 |
| <u>GERTRUDE BERG</u> back from Europe | <u>PATRICE MUNSEL</u> - MGR: Sol Hurok PL 9-6000 |
| <u>CONNIE BOSWELL</u> - AGT: MCA PL 9-7500 | <u>VAUGHN MONROE</u> - MGR: Willard Alexander
CI 6-4224 |
| <u>BURTON & JANET</u> comedy act current Palace
MGR: Phil Offin PL 7-0424 | <u>EDMOND O'BRIEN</u> - AGT: Martin Goodman
JU 6-1180 |
| <u>JOHN CARROLL</u> current Versailles - AGT:
Charles V. Yates MU 7-4256 | <u>ROBERTA PETERS</u> returned from Europe - MGR:
Sol Hurok PL 9-6000 |
| <u>JACK CARSON</u> returned from Europe - AGT:
MCA PL 9-7500 | <u>MARY PICKFORD</u> from coast early Oct - CON:
Mike Jablons, Gainsborough
Assoc CH 4-0626 |
| <u>EDUARDO CIANNELLI</u> here from coast - AGT:
Sam Jaffe PL 9-6693 | <u>BUDDY ROGERS</u> from coast this week - CON:
Mike Jablons CH 4-0626 |
| <u>CONTRIBUTORS TO "THE NEW YORKER ALBUM" and</u>
<u>"THE WORLD'S FAVORITE RECIPES"</u> to be publ
Oct 17, avail radio-TV intvw - CON:
Ramona Herdman, Harper & Bros
MU 3-1900 | <u>BASIL RATHBONE</u> - AGT: MCA PL 9-7500 |
| <u>ALBERT DEKKER</u> from coast in Oct - AGT:
Joe McGee, Wm Morris JU 6-5100 | <u>SUSAN REED</u> - MGR: Isadora Bennett
EL 5-4147 |
| <u>RUSSELL DENNIS</u> current U-I "Bright Vic-
tory", avail TV - AGT:
Barna Ostertag PL 7-4250 | <u>ROBERT RYAN</u> - CON: Fred Norman, RKO
JU 6-5050 |
| <u>JACQUES FATH</u> designer now in NY | <u>SYLVIE ST. CLAIR</u> international singing
star now in NY - PRESS: Sid Ascher
LO 5-6396 |
| <u>BONITA GRANVILLE</u> expected from coast
(pending) - AGT: Jack
Lawrence JU 2-3885 | <u>BEN SHAHN</u> subject of "Portrait Of The
Artist As An American" and biographer
<u>SELDEN RODMAN</u> avail radio-TV intvw -
CON: Ramona Herdman, Harper & Bros
MU 3-1900 |
| <u>ARTHUR HAVEL & MORTON HAVEL</u> legit-TV
actors avail - AGT: Al Grossman
CI 5-8422 | <u>JACK SHEEHAN</u> actor avail TV - AGT: Al
Grossman CI 5-8422 |
| <u>BURT HILBER</u> western entertainer - MGR:
Herbert Marks CI 6-8600 | <u>DANNY THOMAS</u> from the coast late Sept -
PRESS: Moore-Dreyfus-Delynn
PL 3-6971 |
| <u>MIRIAM HOPKINS</u> - AGT: Joe McGee, Wm
Morris JU 6-5100 | <u>GIG YOUNG</u> on coast but avail NY TV - AGT:
Joe McGee, Wm Morris JU 6-5100 |
| <u>JOHN IRELAND</u> here from coast - AGT: Sam
Jaffe PL 9-6693 | <u>TERESA WRIGHT</u> expected from coast shortly
AGT: Sam Jaffe PL 9-6693 |
| <u>WRIGHT KING</u> current Warner Bros "Street-
car Named Desire", avail TV -
AGT: Wm Morris JU 6-5100 | <u>RUSSELL NYPE</u> - PRESS: Ursula Halloran
EL 5-5000 |

IN TOWN - POSSIBLE GUEST SIGHTS

RICHARD ARLEN expected from the coast
 AGT: Jack Lawrence JU 2-1885

KAY ARLEN vocalist avail TV - MGR: Jack
 Goodman CO 2-0512

RAY BARBER vocalist avail TV - PRESS: Sid
 Ascher IO 2-4300

KATHERINE BARK light actress avail TV -
 AGT: Patricia Morgan
 Litching-Wood VA 6-2719

RALPH BELLAMY - PRESS: Lyle Turtis
 MI 2-2848

TONY BENNETT vocalist avail TV - PRESS:
 Sid Ascher IO 2-4300

GERTRUDE BORG back from Europe

CONNOR BOWEN - AGT: MGR: PL 2-1500

BURTON & LARRY comedy act current Palace
 MGR: Bill O'Neil PL 1-0444

JOHN CARROLL current vocalists - AGT:
 Charles V. Jones MU 7-4254

LACK CARSON returned from Europe - AGT:
 MGR: PL 2-1500

EDUARDO CIAMPELLI here from coast - AGT:
 Sam Latta PL 2-6695

CONTRIBUTORS TO "THE NEW YORKER ALBUM" and
"THE WORLD'S FAVORITE RECIPES" to be paid
 Oct 15, avail radio-TV intv - COM:
 Ramona Hardman, Harper & Bros
 MU 3-1300

ALBERT DICKER from coast in Oct - AGT:
 Joe McGee, Wm Morris JU 6-2100

RUSSELL DENNIS current U-I "Bright Vis-
 tory", avail TV - AGT:
 Berna Ostering MI 7-4250

JACQUES FATH designer now in NY

ROSEMARY GRAVILL expected from coast
 (pending) - AGT: Jack
 Lawrence JU 2-1885

ARTHUR HAVIL & MORTON HAVIL light-TV
 actors avail - AGT: Al Goodman
 CI 2-8444

BUEL WILDER western entertainer - MGR:
 Ramona Marks CI 6-8000

MIRIAM HOKING - AGT: Joe McGee, Wm
 Morris JU 6-2100

JOHN IRELAND here from coast - AGT: Sam
 Latta PL 2-6695

WIGGET KIM current Warner Bros "Street-
 44" New York "Debut", avail TV -

TERESA WRIGHT expected from coast shortly
 AGT: Sam Latta PL 2-6695

RUSSELL WYFE - PRESS: Ursula Ballman

DAUNT THOMAS from the coast late Sept -
 PRESS: Morte-Bryne-Delany
 PL 3-6471

GIG YOUNG on coast but avail NY TV - AGT:
 Joe McGee, Wm Morris JU 6-2100

JACK BETHMAN actor avail TV - AGT: Al
 Goodman CI 2-8444

FRANK LILLY "The Red Water" in NY mid-
 Oct, avail TV - AGT: Al
 Goodman CI 2-8444

PIAMA LYNN avail TV - AGT: Joe McGee,
 Wm Morris JU 6-2100

DOROTHY MAJOR here from coast - AGT:
 Jack Lawrence JU 2-1885

THOMAS MITCHELL now in NY - AGT: Sam
 Latta PL 2-6695

MRS. HENRY avail TV - AGT: Howard Hoyt
 LA 4-0089

PATRICE MURPHY - MGR: Sol Brock PL 2-6000

VANNA MONROE - MGR: William Alexander
 CI 2-4224

LEONARD O'BRIEN - AGT: Martin Goodman
 JU 6-1180

ROBERTA PETERS returned from Europe - MGR:
 Sol Brock MI 2-6000

MARY PICKEND from coast early Oct - COM:
 Mike Latham, Galinsborough
 Ascher OH 4-0666

BUDDY ROOPER from coast this week - COM:
 Mike Latham OH 4-0666

BASIL RATHBONE - AGT: MGR: PL 2-1500

SUBAN REED - MGR: Isadora Bennett
 MI 2-4147

ROBERT RYAN - COM: Fred Norman, RKO
 JU 6-2020

SYLVIE ST. (LATA International singing
 star, now in NY - PRESS: Sid Ascher
 IO 2-4300

REN SHAW subject of "Portrait of the
 Artist as an American" and biographer
 BILLIE ROYAN avail radio-TV intv -
 COM: Ramona Hardman, Harper & Bros
 MU 3-1300